

INSIDE DOPE
by GEORGE F. TAUBENECK

Experts Haunt the Bleachers
News: An Umpire Backs Down
Giant-Killer
Headaches for Stengel

Experts Haunt the Bleachers

Center field bleachers section in Detroit's Briggs Stadium is a wonderful place to see and hear a baseball game. The view is so good up there that fans can call the balls and strikes almost as accurately as the umpire.

Even better than the view are the fans themselves. Some of the "regulars" have been sitting up there for decades. They know a lot about baseball, and they don't hesitate to share their knowledge. Quite a few of these "regulars" are retired oldsters who attend every game and keep copious records. Listening to their comments is an education.

They're cute, too. Sample: Virgil Trucks blew his fast ball past Chicago catcher Malone for a called third strike. From the bleachers vantage point it was obvious that the pitch had been perfect. But Malone protested to the umpire.

"Whadaya want, Malone," bellowed a bleacherite, "batter on it!"

In that same game Don Kolloway of the Tigers popped a high fly into short right field. Third baseman Baker and outfielder Ostrowski both lit out after it, but rookie Ostrowski held up when Baker yelled:

"I got it. I got it."

The ball bounced off Baker's outstretched glove, and a fan cracked:

"That's just one man's opinion."

News: An Umpire Backs Down

Bill Veeck often gets laughs with a yarn about Ernie Quigley, a National League umpire who functioned when Bill's dad was running the Chicago Cubs. As Veeck tells it, a boisterous heckler so disturbed Quigley's aplomb that he raged over toward the tormentor's box seat and challenged:

"You can't look me in the eye and say that again."

As a matter of fact, the fellow couldn't. When Quigley got close up he discovered that his "jockey" was cross-eyed. Without another word the umpire returned to his position behind the catcher.

Giant-Killer

Near-midget Eddie Stanky, now manager of the St. Louis Cardinals, weighs less than 150 lbs., soaking wet. He has more aches and pains than Lugubrious Luke Appling ever had. Yet he runs and throws and fights as abandonedly in every ball game as if he were a combination of Joe Louis, Bronko Nagurski, and Ty Cobb.

Why does he punish himself so? His teammates insist that it's because he needs the money . . . "for blood transfusions and vitamin pills."

It was the last half of the ninth inning and the score was tied. Louisville, the home team, had filled the bases after two were out. The tense silence was pregnant.

Joe McCarthy at the time was managing the Louisville entry in the American Association, and he shook a somnolent bench-warper out of his trance (or shall we say, "stupor"?).

"Get out there and bat for Mugumpus," ordered McCarthy.

"Yes, uh, sir," stammered the player who'd been sleeping. Obviously he didn't know the score, or even what day it was. "Er . . . what shall I do, sir? Bunt, wait for a walk, or . . ."

"Goldangit, hit a home run!" thundered McCarthy.

To the amazement of both McCarthy and the pinch-hitter, he did.

Joe came out of the dugout to embrace him (a rare show of emotion for McCarthy).

"Thank you, Mr. McCarthy," gasped the rookie who'd cleaned the bases and won the game. "Good advice you gave me. You sure know how to manage a baseball team."

(Concluded on Page 5, Column 1)

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Tell Freezer Users To Change Buying Habits To Save

AMANA, Iowa—"The freezer industry has never said that a home freezer owner could save money if he didn't change his buying habits and methods," declares George Foerster, vice president of Amana Refrigeration, Inc., in commenting on the now-famous U. S. Department of Agriculture 3-year-old "survey" of 11 home freezer users which lead to stories in the public press stating that "freezers were no help in the battle against inflation."

(In its Aug. 25 issue AIR CONDITIONING & REFRIGERATION NEWS reported on how seemingly "planted" news stories based on the flimsy 11-family, 3-year-old survey, were apparently aimed at killing the home freezer economy story.)

"In order to reduce his food costs, the freezer owner must purchase a freezer of ample size for his family requirements, and then arrange to (Concluded on Back Page, Column 5)

Panel Will Discuss Freezer-Food Plan at NFFLI Fall Meeting

OMAHA, Neb.—A panel discussion of freezer-food plans will be one of the highlights at the annual convention of the National Frozen Food Locker Institute to be held at the Fontenelle hotel here Sept. 14 to 17. "New Horizons for the Locker Industry" is the theme for this year's convention, which will be elaborated upon in a keynote address by Robert Jones, farm sales manager of Pennsylvania Power & Light Co., Allentown, Pa.

Speakers at the freezer-food plan panel will include B. G. Sanderson, general sales manager of Deepfreeze Div.; George Foerster, vice presi- (Concluded on Back Page, Column 1)

Revco Announces 11-Ft. Upright Home Freezer

DEERFIELD, Mich.—A space-saving upright "Kitchenereed" freezer of 11-cu. ft. capacity is announced by Revco, Inc. here.

Quick contact freezing is possible, it is reported, because the top plate of the cabinet and three fast-freezing shelves are fully refrigerated, the latter maintaining zero cold or lower on both sides.

Shelves are the new open-grid type with Serpentine Freeze-Coil construction which provides for complete circulation throughout interior, it is stated.

The Revco upright model UF-113 holds 385 lbs. of food in its more than 11-cu. ft. interior. Three permanent, well-spaced shelves; two sliding baskets, each having a ca- (Concluded on Back Page, Column 3)

NOTICE!

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Dairy Show To Open Sept. 22 In Chicago

WASHINGTON, D. C.—Visitors to this year's Dairy Industries Exposition, set for Sept. 22-27 at the Navy Pier in Chicago, will see a variety of new developments in refrigeration equipment, according to the sponsor, Dairy Industries Supply Association.

Among new products to be displayed will be the following:

Ice cream and soft ice cream freezers "capable of manufacturing hundreds of novelties an hour and packaging them equally rapidly."

Latest designs in farm tanks for holding and cooling milk.

Adaptations of small refrigeration units, or insulated boxes, to permit selling of frozen specialties and ice cream on regular milk routes.

A small, lightweight refrigeration unit for large refrigerated bodies.

Refrigerated ice cream trailer bodies for hauling to distant markets. Open top refrigerated cabinets with transparent bodies.

Soda fountains equipped to handle square-type bulk containers.

Automatic defrosting equipment for soda fountains and refrigerated cabinets.

Noting that a record-breaking attendance is expected at the show, a DISA officer pointed out that the event is for industry personnel only (Concluded on Page 4, Column 4)

Kold-Hold Purchases Kold-Trux of St. Louis

LANSING, Mich.—Kold-Hold Mfg. Co. of Lansing has purchased Kold-Trux, Inc. of St. Louis, Mo., including all assets, patents, and machinery, it was announced by James R. Tranter, president of Kold-Hold.

Kold-Trux will be a wholly-owned subsidiary with administrative and sales offices located at the Kold-Hold operation in Lansing, but the manufacturing of Kold-Trux equipment will continue for the present at St. Louis.

Kold-Trux is said to be the oldest manufacturer of mobile "on-the-road" truck refrigeration equipment in the country. Its equipment is being used for transporting all types of frozen foods, produce, ice cream, and meats. Kold-Trux equipment can also be (Concluded on Page 13, Column 1)

13,783 Room Coolers Sold In Houston In 6 Mos.

HOUSTON, Texas — A total of 13,783 room coolers of the window and console types were sold in Harris (Houston), Fort Bend, and Galveston counties during the first six months of 1952, the Houston Lighting & Power Co. here has reported.

In addition, 787 self-contained units of from 2 to 15-tons capacity and 142 remote units of 3 to 15-tons capacity were sold by 60 distributors, jobbers, and other local sales agencies having factory connections.

In a review of electrical appliances sold during the first half, the utility said that with the exception of a few appliances, volume sales were higher in comparison with the corresponding period of a year ago.

"Television receivers are out in front with more than double the sales in the first six months of 1951," the utility stated. "Other appliances showing increased sales in the first half of 1952 over the same period of (Concluded on Page 13, Column 4)

Leitner Officials Indicted on Army 'Kickback' Charges

CHICAGO — Two executives of Leitner Equipment Co. here, an Air Force officer, and a former government employee have been indicted by a Federal grand jury for allegedly taking part in "kickback" deals on restaurant equipment sold to military post exchanges.

The five-count indictment accused Theodore Spring, president of Leitner Equipment, and Louis Katzman, secretary, of paying rebates totaling about \$20,000 to Lt. Col. Charles Lancaster and Harry P. Lackos, the other two indicted men, from 1947 to 1949.

At that time, Col. Lancaster headed the Chicago regional office of the exchange service. He now commands the Army and Air Forces Exchange Service in a 12-state area.

Lackos was employed by the local Office of Price Stabilization as a food consultant until two days before the indictment was returned, when he was discharged for reasons of (Concluded on Page 4, Column 3)

Suspend Ceilings On Radios, TV

WASHINGTON, D. C.—The Office of Price Stabilization has suspended—not decontrolled—ceiling prices on radios, phonographs, magnetic recorders, and television sets effective Aug. 29. (Major appliances are not affected.)

Suspension, warns OPS, is not a signal for dealers, wholesalers, and manufacturers to tear up their records and throw away their pricing charts. These records must still be maintained and any reports previously required must still be made, OPS said.

Because the ceilings on these items were suspended and not decontrolled (Concluded on Page 13, Column 2)

98,871 Freezers Sold In June Sets NEMA Record

NEW YORK CITY—Nearly 100,000 home and farm freezers were sold during June by the 24 manufacturers reporting to the National Electrical Manufacturers Association. Their sales, totaling 98,871 units smashed all previous records for a single month by NEMA firms. The previous high was 77,937 units sold in March, 1951.

The June sales figure was 37% higher than that for May and was 63% higher than for June, 1951.

Most of the effect of this rapid sales increase was felt in the do- (Concluded on Page 4, Column 5)

Big Cooling Jobs Require Water Saver In Phila.

PHILADELPHIA — With installations of industrial air conditioning units increasing in recent weeks, the city served notice that the building code requires the use of an evaporative condenser or a cooling tower with such big installations.

City officials declared that waste water savers will conserve 98% of the water, as it has been proved in New York.

The Water and Fire departments were reported to be seriously concerned with the installation of thousands of big commercial air conditioning units in the central shopping (Concluded on Page 4, Column 1)

Sales Pickup Is Recorded by 2 Big Producers

Frigidaire Calls 2,500 More Workers; Orders Pile Up at Westinghouse

DAYTON, Sept. 3—Frigidaire Div. of General Motors is increasing its appliance and air conditioning production, and is adding about 2,500 employees within the next 60 days, it was disclosed today by Mason Roberts, GM vice president and general manager of Frigidaire.

Frigidaire needs the production to meet present sales demands and to rebuild depleted inventories in anticipation of increased 1953 demand for all products, Roberts said.

Herman F. Lehman, general sales manager, explained that Frigidaire's business during the past months has far exceeded the same period last year, and that at the present time sales of many products continue to be limited by production.

The additional employees will bring Frigidaire's total working force to approximately 20,000. The fact that Frigidaire is embarking on production of its own electric clothes dryer and of air conditioning units for 1953 GM automobiles accounts in part for the increased employment, Lehman said.

Westinghouse Shipments Near Record High

MANSFIELD, Ohio—The sharp pickup in business which the Westinghouse Appliance Div. has experienced in the past two months has brought shipments of some products to near-record highs, it is reported by executives of the division.

T. J. Newcomb, in charge of sales for the division, has stated that "we are far behind orders" on refrigerators, ranges, dryers, and other products. Based on this showing and on a continued influx of orders, Newcomb estimated that the company's 1952 volume might be less than 10% behind that of 1950, the year in which abnormally high sales figures were racked up because of the buying rush that followed the outbreak of the war in Korea.

Newcomb attributed part of the increased volume to public fears of higher prices, because of price increases granted to suppliers of steel and other materials.

In connection with prices, Gwilym A. Price, Westinghouse president, was quoted as stating that Westinghouse is in a "price squeeze," induced by higher material costs.

"We have not made any decision on whether we will appeal to the OPS," Price was quoted as saying. "We need relief—that is clear—but what we are going to do about it is still undecided."

Mayor Asks Cooling For City Hall

MADEIRA BEACH, Fla.—The city hall and municipal offices here will soon be the first among Gulf Beach communities to be air conditioned.

"We want the public to attend our meetings," Mayor T. O. Huff said as he urged council members to buy equipment. "Attendance has been falling off all summer and the only way we can be sure of a good audience is to make them comfortable."

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Mr. DEALER:

WHAT MORE DO YOU WANT in a freezer?



- Vertical design (what people want)
- Customer appeal (a real beauty!)
- Long profit (see our discount)
- No service problems (United Lab. tested and approved)
- Promotional help (tell you need)

WHAT MORE DO YOU WANT IN A FREEZER?

NEW 20 CU. FT. MODEL!
Eye-level access • No bending — no baskets • 3 fast-freeze shelves • Uses 1/2 horizontal space • Low heat loss.

Write — also — or phone today for distributorships and dealerships in your area!

AUG. G. BARKOW MFG. CO., INC., 2730 S. 43rd St., Milwaukee 15, Wis.

Evergreen 4-7680

Los Angeles Contractors Consider Bid Depository To End Contract Peddling

LOS ANGELES—Use of a "bid depository" to put the brakes on peddling of construction bids to sub-contractors who continually cut their prices to get the bid is being considered by the Refrigeration and Air Conditioning Contractors Association of Southern California, Inc., along with other elements in the local construction industry, Henry B. Ely, association secretary, reported recently.

"Basically," Ely said, "the principle of the bid depository is that copies of all sub-bids be filed with a bank or trust company and after the contract is awarded the bids to the successful contractor are made known to those sub-bidders who filed a bid with that successful contractor."

"Thus, if the bids reveal that a responsible sub-contractor was low bidder, but nevertheless the contract was awarded to a higher bidder, then the other sub-contractors will know that the general contractor either preferred the higher bidder or there was a new lower bid by that higher bidder."

"In either case, the other sub-bidders will think twice before bidding again to that general contractor."

Ely said that a committee representing the refrigeration, air conditioning, plumbing, and heating contracting industries has drawn up preliminary rules for a bid depository covering work in those industries for bids in excess of \$5,000.

Cost of operation of a bid depository is normally collected from the successful sub-bidder who pays a percentage of the amount of the contract. However, Ely suggested that, in order to get all sub-contractors to bid through the bid depository, the costs should be borne either by the trade association or leaders in the industry.

"Before any definitive action is taken on the bid depository, it will be fully considered by the membership in the trade association," he declared.

Ely commented that a properly operated bid depository cannot be successful without the full support of general contractors.

"If every general contractor knew that the bid he received from the sub-contractor was the final bid of that sub-contractor, he would know that no other general contractor could take unfair advantage in obtaining a lower sub-bid and thus be awarded the contract."

"The purpose of the bid depository is not to increase the cost of building construction but to prevent a sub-contractor from continually lowering a bid and taking a job at a loss... thus depriving legitimate sub-contractors of such jobs. It will also do much to educate sub-contractors."

Biological Refrigerators Become 'Signboards,' Make Money

WACO, Texas — The decision to take the refrigerators in which biological drugs are stored out of hiding in the prescription department and to spot them in prominent positions on the sales floor has proven a money-maker for W. B. Pipkin Drug Co. here.

The firm operates six drugstores in Waco, all with large prescription departments. However, biological drug turnover was less than expected.

While remodeling the stores, the company bought several new drug refrigerators. These resemble standard domestic types, but have been converted for drug storage by installation of narrow chromium shelves. A dozen tiers of shelving accommodates all leading brands of insulins, vaccines, and serums.

The refrigerators, which are now in plain view, have become "signboards" as well. Bright blue and red lettering on each indicates the biological drug lines carried, and emphasizes the Pipkin slogan, "A Name You Can Trust for Prescriptions."

Biological drug sales have increased steadily ever since the change was made.

'Battling' Superintendent 'Wars' for Air Conditioning

OKLAHOMA CITY—We've heard a lot of claims for air conditioning, but here's one cooling system that started a war!

The "war" has raged all summer between Frank Ramseyer, the "battling" building superintendent at the air conditioned city hall here, and those office workers who insist on opening their windows.

Ramseyer periodically sends his boiler tenders and janitors on "patrol" outside the building to watch for open windows. When the "scout" spots one, he immediately "attacks" the "enemy," invading the office, slamming the window, lecturing the inhabitants.

Ramseyer contends that if everyone would keep his windows closed and give the air conditioning system a chance, the whole building would be cooler as a result.

All Dealers, Wholesalers Get Pre-Korean Margins

WASHINGTON, D. C. — Industry wide pre-Korean percentage mark-ups over cost of materials are now available to all retailers and wholesalers who do not have them, the Office of Price Stabilization announced recently.

General Overriding Regulation 33 allows any retailer or wholesaler to seek such margins for his industry if he wants to. These margins must represent the difference between cost of materials and actual selling prices in the base period rather than list prices that had not been generally used.

If the applicant does not think the May 24 to June 24, 1950 base period was representative for his industry, he can request any other pre-Korean base period of at least 30 days that he considers to be representative of true margins. But he must present evidence to show that the established base period is not representative and his selected one is.

Pocock, Head of Eastern Distributing Firm, Dies

PHILADELPHIA — James J. Pocock, president of J. J. Pocock, Inc. here, one of the oldest electrical appliance distributing firms in the country, died recently at his home here. He was 63 years of age.

Pocock came to Philadelphia in 1919 as distributor for Delco Light and Frigidaire products. Born in Dayton, Ohio, he was sales manager for Dayton Pump & Mfg. Co., and assistant sales manager for the Delco Light Co.

Pocock was a former member of the board of governors of the Electrical Association of Philadelphia. He is survived by his wife, two sons, James J., Jr., and Richard Hopkins, who are associated with the distributing company, and a brother, Robert W., who is the branch manager for Frigidaire in St. Louis.

Sunbeam Wins Fair Trade Suit Against N. Y. Dealer

NEW YORK CITY — Sunbeam Corp. recently won an injunction against a local appliance dealer to prevent him from selling Sunbeam products at less than established minimum prices and received \$250 damages.

The dealer, David Plesner, Inc., consented to the decree. He had signed a fair trade contract with Sunbeam.

Loblaws In Syracuse Adds Self-Service Fixtures

SYRACUSE, N. Y. — New self-service refrigeration cases have been installed in the remodeled Loblaws supermarket at 3930 S. Salina St.

The frozen food department has been enlarged and selections widened with the aid of new refrigeration equipment.

The remodeled meat department has been converted to self service through use of new refrigerated cases. And the enlarged produce department has new equipment.

AIRO stands for

Complete stock of Refrigeration-Air Conditioning parts and supplies.
Speedy, dependable service when you need it... wherever in the world you want it.
New! Sectional Catalog saves you time. Write for your FREE copy, today!

AIRO SUPPLY CO.

2737 N. Ashland Ave. Chicago 14, Ill.



2 styles!

All the Screw Drivers You Need with VACO Vari-Board

An Eye-Catching Counter or Wall Display!

Literature, Prices on Request. Write for:

VACO PRODUCTS CO., 317 East Ontario St., Chicago 11, Ill.
In Canada: Wm. Lyon Products Co. Ltd., 704 Laurier Ave. W., Montreal 8, Que.

- A complete assortment of sizes in one package • Stock control... at a glance • Fast-moving drivers, only • Self-service prices on shelves • Greatly stepped-up impulse sales

FOGEL

The Only Original

"ANGLE VISION"

FASTEST SELLING FROZEN FOOD MERCHANDISER ON THE MARKET... Successor to the Flat-Top



Originated and Manufactured Exclusively by

FOGEL

BUILT UP TO A STANDARD NOT DOWN TO A PRICE!

Priced to Clinch Sales

5 YEAR WARRANTY

The FOGEL "Angle Vision" Freezer is backed by a 5 YEAR COMPRESSOR GUARANTEE! All materials and workmanship are unconditionally guaranteed for quality and backed by over a half-century of FOGEL dependability.

Only "ANGLE VISION" Has All These Features:

- MULTI-USE—Self Service frozen food and ice cream merchandiser; check-out counter and display top; bag rack in rear; can be nested in shelving against wall.
- ANGLE VISION FOR GREATER VISIBILITY—More visibility means more frozen food sales. "Angle Vision" is a completely original design.
- FULL LENGTH REFLECTING MIRROR and fluorescent lighting doubles buying appeal.
- USERS REPORT UP TO 200% INCREASE in frozen food sales.
- IDEAL FOR SPACE-CRAMPED STORES where no other freezer could fit.
- FOUR MODELS—Unitized or remote types to meet all needs.
- FIELD TESTED FOR 10 YEARS—Your assurance of dependability. Protects your sales—protects your profits.
- CUSTOMER ACCEPTANCE—An established market. Leads developed through national consumer advertising.

Prompt Delivery CONTINUOUS PRODUCTION ASSURES "ON TIME" DELIVERY. NO DELAYS—NO LOST SALES.

FOGEL REFRIGERATOR COMPANY

Manufacturers of Quality Commercial Refrigeration Since 1899

5400 A. RADOM ST. PHILADELPHIA 27, PA.

Compensation Boost for Commission Salesmen Authorized by SSB

WASHINGTON, D. C.—The Salary Stabilization Board announced recently that sales employees, compensated in whole or in part by commissions, will be permitted to receive the benefit of certain general increases which, up to the present, have been authorized only for sales employees and others paid on a straight salary basis.

This policy which is set forth in Amendment No. 1 to General Salary Stabilization Regulation No. 5, permits the employer to make these adjustments without prior approval of the Office of Salary Stabilization. In addition, the amendment authorizes the Office of Salary Stabilization to make adjustments in commission rates.

The provision dealing with adjustments of commission earnings states that during the calendar year 1952, an employer may make adjustments in sales employees' compensation, paid in whole or in part as commissions, in an amount not exceeding 15% of the aggregate commission payments made to all such employees during the calendar year 1950.

Proportionate adjustments may be made for increases in the number of employees thus paid and must be made when the number decreases.

The employer may distribute the adjustments in compensation in his discretion among these employees based on the sales they have made or other measure of their performance.

These adjustments must be made as supplemental payments at such time as the employer may determine. But this type of adjustment may not be made through an increase in any commission rate.

Under Section 11 of the amendment, the Office of Salary Stabilization is authorized to approve applications for changes in commission rates of employees paid in whole or in part by commission, provided that such changes conform to industry or area practice and are found not to be destabilizing.

The Office of Salary Stabilization also is authorized to approve applications for adjustments in expense allowances or compensation to reflect an actual increase in the cost of the expense items required to be paid by sales employees, as well as those to correct hardships or inequities.

Wall Co. Opens New Quarters

WILKES-BARRE, Pa.—The R. B. Wall Co., local electrical appliance distributor, held open house recently in its new home at 16-22 East Union St.

The firm purchased the large Columbia Mills building May 1 and, since that time, have done extensive remodeling and improving. Warehouse, offices, showrooms, and service departments are now all located in the building.

Home Freezer Puts End to Stale Bread and Allows Variety

BATON ROUGE, La. — A home freezer is the answer to stale bread—or rather, keeping it from becoming stale or moldy. A week's supply can be kept fresh and ready to use by putting wrapped loaves in the freezer and using only as many slices as needed at one time.

A variety of breads can keep the dinner table from becoming monotonous with no danger of having to use up the loaves before they begin to mold.

Bread should be left in its wrapper until it thaws so that moisture from warm air will condense on the wrapper rather than on the bread, a home demonstrator from Louisiana State University Agricultural Extension Service advises.

For toasting, however, ready-sliced loaves needn't be thawed. Bread can be taken directly from the freezer and popped into the toaster.

Hot Sales Thermometer Blows Top In Knoxville

KNOXVILLE, Tenn.—Sales of major appliances by Knoxville appliance dealers during June were higher than in any month since July, 1950, figures issued by the Knoxville Utilities Board revealed recently.

Freezer sales, at 140 units, were surpassed only by the 143 sold during May. Percentage-wise they were 129% higher than in June, 1951.

Refrigerator sales led all others by far in dollar and unit volume. During June 765 refrigerators were sold, 88% more than in the same month last year and more than in any month since July, 1950, when 823 units were moved in one month.

Electric range sales, at 502 units, were 25% over last year and also better than in any month since July, 1950.

The 329 washers sold told the same story. Better than last year by 113% and not topped since July, 1950, when 449 units were moved.

Water heaters, dishwashers, and ironers also sold well.

Rinso Contest To Place Bendix Items In Markets

SOUTH BEND, Ind.—Bendix automatic washers and dryers will be displayed in 5,000 supermarkets and replicas in another 10,000 during the four-week Bendix-Rinso contest starting Sept. 29.

Frank S. Ryan, director of advertising and sales promotion for Bendix Home Appliances, said the contest winners will receive 200 "perfect pairs" consisting of a Bendix tumble-action washer and dryer during the four weeks. More than 100,000 color impressions in 110 newspapers will plug the contest.

Both Lever Brothers and Bendix will support the contest on television—Bendix on "The Name's the Same" and Rinso on "Big Town." Ads in *Life* and the *Saturday Evening Post* will publicize the contest. In all, 15,000 supermarkets and more than 5,000 Bendix dealers are expected to participate.

Contest rules require the contestant to tell in 25 words or less "Why I vote for Rinso" and submit her

entry with an entry blank (secured either at a supermarket or Bendix dealer) with a Rinso boxtop. She may file as many entries as she chooses.

Bendix dealers will give each housewife who watches a washer demonstration two boxes of Rinso.

Earlier this year, Bendix "field-tested" a similar contest with White King soap in 11 western states. Ryan said "the western program worked out so well we decided to go ahead on a national scale."

D. D. Martin Distributes Coolerator Line In Ontario

DULUTH, Minn.—Appointment of another Coolerator Canadian distributor, D. D. Martin, Ltd., of Toronto, was announced recently by H. C. Berensford, Coolerator director of sales and advertising.

Key personnel of the Canadian distributorship are David D. Martin, president; Robert A. Wadsworth, vice president; and Orville Bowles, secretary and treasurer.

The franchise of D. D. Martin, Ltd., includes 27 counties in Ontario.

See how the COOLERATOR food plan pays off!



FA 140—ideal for the average family.

IN JUST ONE WEEK—

**ONE DEALER SOLD
11 COOLERATOR FREEZERS
ANOTHER SOLD 24
A THIRD SOLD 45!***

Here's proof where it counts—right in the dealer's pocket—that the Coolerator Food Plan pays off! It's a believable, flexible, workable plan that gets sales moving and then helps clinch them. It's your best weapon against flash "food plan" promotions that try to skim the cream off the freezer market. Get the details on this fantastically successful selling plan from your distributor now!

*Dealers' names furnished on request.

**EVERY PRACTICAL MERCHANDISING AID YOU NEED—ALL WRAPPED UP
IN COOLERATOR'S PLAN FOR ACTION—TO MAKE SALES FOR YOU!**

- Dramatic full-color national advertising
- Sound slide films
- Bake and Freeze Demonstration Program
- Posters, booklets, floor displays
- Part-Time Housewife Promotion with a full-color film and idea-packed consumer booklet
- Co-op advertising
- X-Ray Hidden Feature Presentation
- Outdoor posters, Radio and TV spots
- Wall hanger posters

AND—the tested, proven, successful Coolerator Food Plan that HELPS and PROTECTS appliance dealers, does not by-pass them! PLUS a retail salesman's Food Plan Presentation that sells the customer on the spot.

All this, plus the 24 selling features that only Coolerator has, adds up to a program that is dramatic—that sells freezers in big volume. Call your Coolerator distributor today and start making money selling Coolerator freezers now.

Watch for Coolerator's 4-color advertising in

Better Homes and Gardens	Successful Farming	Household
Saturday Evening Post	Progressive Farmer	Small Homes Guide
Good Housekeeping		
Ladies' Home Journal		
McCall's		
Sunset		
Farm Journal		



The Coolerator Company
Duluth 1, Minn.
Please send me "How to Make Money Selling Coolerator Freezers with the Coolerator Food Plan."

Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

Find out for yourself—now—how Coolerator's Food Plan can go to work for you! Full details on food sources, financing, dealer helps, publicity. Write today—let this dealer-tested program start paying off for you.



RUDY
mild steel
EVAPORATORS
fit your needs exactly

Mild steel... simulated or tube-on-sheet types... galvanized... super finished... standard models... prompt service... low cost.

WRITE FOR DETAILS

RUDY Manufacturing Co.
Specialists in
Manufacturing Evaporators and Condensers
DOWAGIAC, MICHIGAN

Water Savers--

(Concluded from Page 1, Column 4)
section of the city which consume untold gallons of water daily. Many of these units, it was said, were installed without city permits and in violation of the 1949 city building code.

The fear of the departments is that the consumption of water by these large units may cut down the normal water supply in the city and reduce water main pressures.

Wilson Resigns Thor Post

CHICAGO—Thor Corp. president, John R. Hurley, has announced the resignation of M. R. Wilson, general sales manager. He stated that a successor has not been named as yet.

Government 'Kickback' Indictments--

(Concluded from Page 1, Column 4)
economy. During the period when the deals were reportedly made, he was a PX Service civilian employee.

Questioned by newsmen after the grand jury action, Spring and Katzman professed to know nothing about it. Col. Lancaster declined to comment and Lackos was not immediately available.

Returned before Federal Judge Walter J. LaBuy, the indictment charges the four men with conspiracy and bribery. It carries maximum penalties for each man of 15 years in prison and a minimum of \$30,000 in fines.

Kickbacks were paid on a 10% basis on approximately \$200,000 in sales, according to Assistant U. S.

Attorney Richard E. Gorman who added:

"This thing has broad implications. The practice of kicking back 10% appears to have been pretty prevalent."

Gorman said Lackos revealed the deals to government officials in November of last year when he was bothered by a guilty conscience over the money he had collected. This was said to have amounted to about \$7,500. Then the FBI entered the case.

Lackos, who was described in the indictment as Col. Lancaster's civilian "collector," signed an immunity waiver and testified before the grand jury. He was at one time a restaurant buyer and once was a general manager for a food supply service.

Dairy Show--

(Concluded from Page 1, Column 3)
and is not open to the general public.

Clarifying the admission regulation, the official said that after identifying himself, anyone engaged in any form of dairy processing enterprise will be admitted free, as will members of his family.

"It is to allow the dairy processor—or anyone else clearly of the dairy processing industries—to be comfortably accommodated that the general public is not admitted," he further explained.

Special admission cases are covered in a booklet of rules and examples prepared by DISA's Exposition Credentials Committee. The booklet tells who is admitted to the exposition, who must pay specified admission charges, and what liabilities are incurred by those who wilfully disregard the rules.

A copy of this booklet will be sent free to those requesting it from

Dairy Industries Supply Association, 1108 Sixteenth St., N. W., Washington 6, D. C.

The publication should be requested by its name—"Who Is Entitled to Admission to the Dairy Industries Exposition?"

NEMA Freezer Sales--

(Concluded from Page 1, Column 4)
mestic market where 95,784 units were sold. Canadian sales, totaling 1,847 units, were a bit behind U. S. sales in percentage increase. They were up 15% over May and 45% over June, 1951.

Sales in other foreign countries, totaling 1,240 units, were up 171% over May and 32% over the previous year.

Despite these substantial increases for the month, sales for the first six months of the year were still short by 8% of those in the first half of 1951. A total of 366,685 units have been sold in the 1952 period as compared with 397,922 in 1951.

NEMA Firms Sell 98,871 Home Freezers In June—366,685 In 6 Months

Summary for June and First Six Months, 1952

Electric Farm and Home Freezers—Complete—Sales by Sizes—Units

Farm and home freezers complete with high and low side and cabinet, where 50% or more of the net cabinet capacity is designed for the freezing and/or storage of frozen foods.

Sizes	JUNE (24 Companies)			Total
	Domestic (48 States and D. C.)	Canadian	Other Foreign	
1. 4.9 cu. ft. and under ..	2,240	84	...	2,324
2. 5.0 to 6.9 cu. ft.	2,590	...	240	2,830
3. 7.0 to 8.9 cu. ft.	11,737	590	406	12,733
4. 9.0 to 10.9 cu. ft.	8,106	18	67	8,191
5. 11.0 to 12.9 cu. ft.	21,459	657	434	22,550
6. 13.0 to 16.9 cu. ft.	30,928	383	79	31,390
7. 17.0 to 20.9 cu. ft.	13,408	91	14	13,513
8. 21.0 to 29.9 cu. ft.	5,136	24	...	5,160
9. 30.0 to 39.9 cu. ft.	175	175
10. 40.0 to 49.9 cu. ft.
11. 50.0 to 59.9 cu. ft.
12. 60.0 cu. ft. and over ..	5	5
Total—All Models	95,784	1,847	1,240	98,871

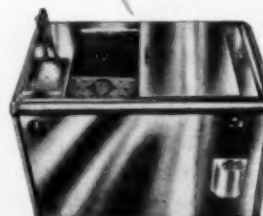
FIRST SIX MONTHS (24 Companies)

Sizes	Domestic (48 States and D. C.)			Total
	Domestic (48 States and D. C.)	Canadian	Other Foreign	
1. 4.9 cu. ft. and under ..	5,649	85	...	5,734
2. 5.0 to 6.9 cu. ft.	14,446	25	1,083	15,554
3. 7.0 to 8.9 cu. ft.	38,975	1,413	1,215	41,603
4. 9.0 to 10.9 cu. ft.	25,597	101	471	26,169
5. 11.0 to 12.9 cu. ft.	79,224	2,096	1,185	82,505
6. 13.0 to 16.9 cu. ft.	127,378	1,122	398	128,898
7. 17.0 to 20.9 cu. ft.	45,355	276	131	45,762
8. 21.0 to 29.9 cu. ft.	19,611	62	19	19,692
9. 30.0 to 39.9 cu. ft.	755	755
10. 40.0 to 49.9 cu. ft.
11. 50.0 to 59.9 cu. ft.
12. 60.0 cu. ft. and over ..	13	13
Total—All Models	357,008	5,180	4,502	366,685

Participating companies: Avco Mfg. Corp.; Ben-Hur Mfg. Co.; Carrier Corp.; Coolerator Co., The; Deepfreeze Appliance Div., Motor Products Corp.; Frigidaire Div., General Motors Corp.; General Electric Co.; Gibson Refrigerator Co.; Hotpoint Co., Div. General Electric Co.; International Harvester Co.; Kelvinator Div., Nash-Kelvinator Corp.; A. J. Lindemann & Hoverson Co.; Masterfreez Home Locker Mfg. Co.; Maytag Co., The; Norge Div., Borg-Warner Corp.; Philco Corp., Refrigeration Div.; Revco, Inc.; Sanitary Refrigerator Co.; Schaefer, Inc.; Seeger Refrigerator Co.; Emil Steinhart & Sons, Inc.; Victor Products Corp.; Westinghouse Electric Corp.; Wilson Refrigeration, Inc.

EXTRA OUTLETS mean EXTRA PROFITS
SELL BEVCO
High Quality COOLERS
...and get Extra 'BID' BUSINESS
in SCHOOLS... INSTITUTIONS, Etc.

BEVCO dry cooling is trouble-free... your sales and extra profits potential are high in the lucrative institutional field with BEVCO. The sealed refrigeration system carries a 5-year warranty. This means top performance.



THEY FIT IN YOUR LINE

BEVCO Coolers always fit the need. They're quality throughout... custom built, you can order at your option, stainless steel inside and out or stainless steel inside and beautifully enameled without. There is beauty, sanitation and performance combined. Accessories to cooler are optional, including various useful types of cold water assemblies, roller-bearing casters, and bin-forming grill dividers.

SEND FOR CATALOG N-1

The BEVCO Company, Inc.
3314 S.W. 3rd Avenue • Ft. Lauderdale, Fla.

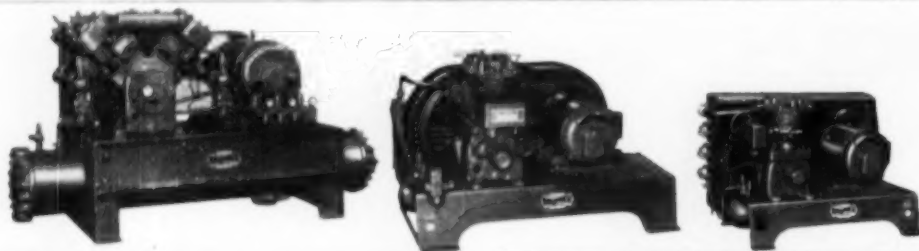
There's always one that's better...and in controls it's Ranco!



Ranco controls always make a hit in the refrigeration industry! Because Ranco controls are available for more than 4,000 replacement installations... because they mean greater customer satisfaction... because servicemen can depend on them to deliver accurate, trouble-free service year after year. Be safe every time, insist on Ranco controls.

Ranco Inc.
COLUMBUS 1, OHIO

WORLD'S LARGEST MANUFACTURERS OF REFRIGERATION CONTROLS



FOR REFRIGERATION UNITS FOR **ANY NEED**

HIGH, MEDIUM, LOW OR SUB ZERO

TEMPERATURES

YOU CAN'T BEAT

BRUNNER
SINCE 1906

CONDENSING UNITS OR

COMPRESSOR UNITS

FOR USE WITH EVAPORATIVE CONDENSERS

DEPEND UPON **BRUNNER** TO GIVE YOU

A complete line of refrigeration units—69 models from 1/4 HP to 75 HP.

One-year warranty against defects in material and workmanship.

Exclusive design features that assure maximum life and trouble-free performance.

Full cooperation and advice of Brunner engineers in planning unusual installations.

A profit-builder for you—backed by Brunner's national advertising to your customers and prospects.

For dependable refrigeration... easy to install, operate and service... you can depend upon Brunner. Year after year, Brunner "open type" refrigeration units continue to set new standards of quality, reliability and operating efficiency. Your customer stays satisfied—because Brunner stays on the job. Annoying, costly service calls are held to a minimum. And... when service is necessary... you save time and save money for your customers because Brunner units are so accessible and easy to service.

Install these performance-proved Brunner refrigeration units—in sizes from 1/4 HP to 75 HP. You'll see why Brunner is your customers' best buy...

Hundreds of distributors and dealers know what this Brunner backing means to them in dollars and cents. We'd like you to know, too—why not see your Brunner representative—or write us now? Dept. A-9.

AIR CONDITIONING
Self Contained Units
in 4 sizes:
3-5-7 1/2 and 10 HP.



BRUNNER MANUFACTURING COMPANY, UTICA 1, N.Y.

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

Headaches for Stengel

Getting your dream-house built is always trying. It costs more than you figured, and takes longer than you expected.

On the living-room floor of his unfinished house in California Casey Stengel—a great baseball manager—found this scrawled note:

"On account of Jake and Joe was, your front room didn't get plastered today."

Casey Stengel barnstormed the Hayseed League one autumn. His pick-up club of tired major leaguers had won so many games in their exhibition tour that Casey decided to sit out the last game. He dressed up in overalls, stuck wisps of hay into his ears and pockets, and sat in the hastily-erected bleachers.

"Ya bum, you couldn't hit the side of a barn," Casey yelled over and over again—every time one of his teammates came to bat.

At length the local yokelry grew tired of Casey's razzing.

"G'wan, you. Let's see you do better," they jeered.

That's what Stengel was waiting to hear. In his "overalls," he joined the visiting team's lineup—fielded like a streak at shortstop, and hit three-for-three. Old Settlers in Flat Rock, Ill., still wonder if that "overhauled" farmer ever got into the Big Leagues.

One of Casey Stengel's sure-fire banquet yarns is involved with the Hereafter. As Casey tells it, the annual All-Star Game (between the best players of the American and National Leagues) was interrupted by a Russian atom-bomb blast.

St. Peter welcomed those great baseball players into Heaven, and promptly challenged The Devil to an interstellar baseball game for the championship of the Universe.

Satan replied:

"We'll take your team on for money, marbles, or chalk. Furthermore, I'll bet you 100-to-1 my team will win."

"Look, Satan, don't be foolish," warned St. Pete. "My team is composed of the best, finest..."

"Yeah? My wager still stands. Down here we have all the Umpires..."

Rough years were all Casey Stengel knew when he managed the Braves.

During a spring exhibition game with the Yankees, Stengel's lead-off man took the first two pitches for called strikes.

Calling a time-out, Casey had a short consultation with his batter.

"Look, fella," he cried. "Ruffing is a real good thrower. You don't have to spot him anything."

Hard Water Plugs Pipes, Shopping Center Asks City Water for Air Conditioning

SYRACUSE, N. Y. — Faced with "financial hardship" because of a hard water situation, owners of the Nottingham Rd. shopping center, just outside the city line in the town of DeWitt, have asked the city to sell them water, particularly for the air conditioning system in one of the stores.

The request came from Joseph Spector, vice president of Nottingham Center, Inc.

The petition sets up the difficulty of operating the center with the present supply of well water and especially the hardship encountered by American Stores, Inc., one of the tenants, in using the water in cooling systems.

The request pointed out that the American Store "ceases to be a profitable enterprise" since the well water plugs up pipelines in the cooling system. It cites the fact that in nine months of the store's operation, the pipes have become plugged despite heavy expenditures for water softeners, acids, as well as other chemicals.

Store owners, the petition continues, are now faced with an expenditure of \$4,000 to change the present water-cooling system to air cooling.

Owners of the center feel that since the city water mains run directly in front of the center, such an expenditure "would be a needless waste of money."

Both the owners and American Stores feel they merit consideration since both are large city taxpayers, the request observed.

Ad Plugs Supermarket's New Air Cooling System

WILKES-BARRE, Pa. — A & P installed a new air conditioning system in its supermarket at 651 Carey Ave. at the peak of mid-summer heat and promoted the new store atmosphere with a newspaper advertisement.

The full page ad was captioned: "Now You Can Enjoy Food Shopping In Air Conditioned Comfort." Copy continued:

"Does hot weather fatigue you? Does it hinder your job of going to market for the family? In other words, wouldn't you rather shop in an air conditioned market where you can shop in air conditioned comfort? This is just one of the many aids and comforts for pleasant shopping."

Buffalo Baked Goods Rule May Spur Fixture Sales

BUFFALO — The newly enacted regulation by the Erie county health department that all cream or custard filled baked goods must be kept under refrigeration all year-round is expected to spur sales of refrigerated fixtures here.

Though many of the larger stores already have refrigerated bakery fixtures, they may now find their display space inadequate. Smaller grocers generally have not kept baked goods under refrigeration.

Few grocers, it was reported, will be willing to give up the highly profitable custard and cream filled baked goods just to keep from buying a new fixture.

Nemes Heads Crosley Air Conditioner Sales

CINCINNATI — The appointment of Ted Nemes as sales manager of the air conditioning section of the Crosley Div., Avco Mfg. Corp., was announced recently by F. F. Dugan, general sales manager in charge of appliances.

Before joining Crosley, Nemes was assistant sales manager of the Fedders - Quigan Corp. and has had extensive experience in the air conditioning field with other national manufacturers of this equipment.

During the war he had important war contract scheduling and managerial positions with York Corp.

Market Packages Meat Right In the Window

NEW YORK CITY — In an effort to spur impulse buying, the new Pioneer Food Store on W. 125th St. here has set up a glass-enclosed meat packaging unit right in the front window.

After meat has been cut in the back of the air conditioned Harlem store, it is weighed, priced, and wrapped by two uniformed girls stationed in the window section. Meats, along with frozen foods, are displayed in island cases, set back to back, which run nearly the full length of the market.



LOOK TO LARKIN

for
Quality

HIGH
AND
LOW BDT
MODELS

**LARKIN
WALL
HUMI-TEMP**

Quality speaks a language everybody understands. Wholesalers, dealers, and users alike know that the name *Larkin* means quality—of workmanship, materials, and performance.

Manufacturers of the original Cross-Flow Cell — Humi-Temp Units — Evaporative and Air Cooled Condensers — Air Conditioning Units and Coils — Direct Expansion Water Coolers — Steel Vacuum Plate Coils — Heat Exchangers.

WATCHDOG OF THE NATION'S FOOD SUPPLY

LARKIN ENGINE

JUST ASK US
Turn to "What's New" Page for useful information on new products.

Portable Equipment Cools Airplanes So Repairmen Can Work In Comfort

PHOENIX, Ariz. — Portable air conditioning equipment that cools off a hot airplane while a mechanic is working inside was demonstrated at Luke Air Force Base recently by Jack Canady of Palmer Mfg. Corp., designer of the machine.

Canady said he got the idea for the device two months ago while touring the base with Col. T. L. Mosley, base commander. The colonel mentioned the need for cooling equipment for maintenance men who are handicapped by the extreme heat inside aircraft which is undergoing repairs.

The cooler dropped the temperature 32° in five minutes, from a high of 114° on the Luke flight line, to a comfortable 82° inside the aircraft, according to Canady.

Canady claimed this is the first cooler of the type to be made available for commercial reproduction, and said the idea would be submitted to air force officials for consideration.

MUELLER BRASS CO. DRIERS do a thoroughly effective job of drying and filtering refrigerants

DELUXE — Drying agent sealed in at the factory — under strict laboratory control. Can be filled with any drying agent desired.



REFILLABLE — Just remove inlet plug and inlet screen tube, pour out old drying agent and refill. Replace tube and plug and it's ready for service again.

CARTRIDGE TYPE — Just remove Range cap from inlet end of drier and replace the old cartridge with new dehydrating cartridge which is completely assembled with filter and strainer unit. On side outlet model, cartridge may be replaced without breaking line.



There are Mueller Brass Co. driers available for every type of service. They keep the refrigerant clean and dry, remove the minute particles of foreign matter and they are safe and reliable wherever they are installed. Each of the three types of Mueller Brass Co. Driers shown here have these fine construction features:

- Exclusive cone screen filter-strainer filled with chemically purified wool provides a filter area 5½ times the area of a disc. This filter increases the working life of Mueller Brass Co. driers because it virtually eliminates clogging, insures free flow of the refrigerant at all times.
- Husky forged brass ends are threaded and soldered to the heavy copper shell to provide an extra factor of safety.
- Wide wrench flats make it possible to get tight connections that stay tight.
- A beautiful finish that makes an especially attractive installation in any system.
- Mueller Brass Co. driers are available in sizes from ¼" to 1½" outlets, and desiccant capacities from 3 cu. in. to 242 cu. in.



Write for catalog R-152 products are individual describing complete line and multiple packaged of STREAMLINE Refrigeration products.

79

MUELLER BRASS CO. PORT HURON 10, MICHIGAN

PARAGON DEFROSTING TIME SWITCHES

300-M SERIES

From \$16⁰⁰ List

FOR COMMERCIAL DEFROSTING — Electric Heat • Hot Gas • Compressor Shut-Down

THE FINEST TIME SWITCH YOU CAN USE

FOR
UNIT COOLERS • WALK-IN BOXES
FROZEN-FOOD DISPLAY CABINETS
LOCKER PLANTS • REACH-IN CABINETS
• FUR-STORAGE VAULTS

Paragon 300-M series offers you the finest in accurate, durable, precision-built time switches for all types of commercial defrosting applications where defrost period is two hours or less. Easy-to-set pin-type dial for up to 6 periods per day. Heavy hasped case; unbreakable door glass. Also made in heavy-duty outdoor type. Series 330.

Makers of the famous "de-frost-it" for domestic refrigerators

Paragon ELECTRIC COMPANY

1687 TWELFTH STREET • TWO RIVERS, WISCONSIN

AMERICA'S LARGEST EXCLUSIVE MANUFACTURER OF TIME CONTROLS FOR ALL USES

specialty SELLING METHODS

Balloon Busting Promotion Builds Store Traffic

BINGHAMTON, N. Y.—By puncturing balloons attached to appliances, shoppers visiting the Outlet Store here during a recent "Carnival of Appliance Values" got merchandise certificates worth as high as \$100.

The stunt was reported to have been a good traffic puller.

Every washer, range, refrigerator, freezer, and TV set in the store had three or four inflated balloons attached to it. In each balloon was a certificate worth at least \$10, while many certificates were for \$20, \$30—or even up to \$100, toward the purchase of the appliance to which it was attached.

Customers were invited to select an appliance, then pick and prick one balloon attached to it. The amount on the certificate inside the balloon came off the price of the article chosen.

The Outlet Store gave its entire selling floor a carnival appearance for the promotion and employed a large newspaper ad to stimulate consumer interest. Theme of the ad was: "We are inflating balloons to deflate prices." A specimen of the balloon certificates was reproduced in the ad.



be
safe

specify and buy
RUDY
CONDENSERS

Available for any application
... clean ... strong ... tight
... low cost, high quality ...
built in modern plant ...
prompt service.

WRITE FOR DETAILS

RUDY Manufacturing Co.

Specialists in
Manufacturing Evaporators and Condensers
DOWAGIAC, MICHIGAN

Men Offered Chance to Get Freezer and Re-tire

RICHFIELD, Utah—Pearson Crofts here went after freezer business with a combination offer designed to appeal to men—the unit plus a pair of tires.

Believing that "tires are something every man needs," the firm advertised an International Harvester freezer and a pair of General tires for \$519.45. The former was selling regularly for \$549 and the latter for \$68.52. Results: "Better than expected."

Chicago High School Home Economics Contest Opens October 18

CHICAGO—The second annual high school home economics contest sponsored by the Electric Cooking Institute, an activity of the Electric Association, will start with a Kick-Off program for students of public, parochial and suburban schools of Cook County on Saturday, Oct. 18 and extend through Jan. 9, 1953, it has been announced by Mrs. Madeline F. Mehlig (Jane Foster), director of home economics for the ECI and general contest chairman.

According to Mrs. Mehlig, participation in the 1952 contest is expected to top last year's record of a total of 122 entries from 673 students.

The 1952 contest will differ from the 1951 contest in two respects:

There will be two types of entries this year instead of last year's five classifications. The two groups are: Class I for a complete menu for oven, broiler or surface meal; and Class II for kitchen planning, titled "Remodeling My Kitchen the Electric Way."

Instead of cash prizes, this year merchandise prizes with a total retail value of \$2,176 will be awarded as follows:

Class I—Meal Planning, Group Participation—Three sets of prizes for three types of meals: First prize, 8-cu. ft. food freezer; second prize, electric roaster; third prize, electric mixer.

Class II—Kitchen Planning, Individual Participation—Prizes for winning students as follows: First prize, deluxe model electric range; second prize, standard model electric range; third prize, apartment-size electric range. In addition to individual prizes in Class II, schools in which winning students are enrolled will receive: First prize, electric mixer; second prize, electric broiler; third prize, electric corn popper.

Representatives of the 14 ECI participants are being invited to attend the Kick-Off program, explain product features to students.

Traffic Builder

Small Appliance Repair Dept. Brings Folks In—Many Become 'Appliance' Customers

CHICAGO—I have tried all types of advertising and promotions and find that the most consistent traffic builder for my store is the traffic appliance repair department.

This conclusion was reported to the mid-year meeting of the National Appliance & Radio-TV Dealers Association by Wallace Johnston of Wallace Johnston Appliance Co., in Memphis, Tenn.

To illustrate the traffic-pulling power of the department, Johnston cited figures given him recently by the head of the department. At that time, there were 276 appliances in the shop. These included mixers, hot plates, bottle warmers, fans, roasters, electric ice cream freezers, irons, hair driers, sterilizers, waffle irons, percolators, and pressure cookers.

"I checked further," Johnston stated, "and found that for the first five months of this year we averaged 37 customers per day. This makes a total of 962 per month and 11,564 per year."

SERVICE CUSTOMERS SEE APPLIANCES, DEMONSTRATIONS

"These people see our display floor and have to walk past our salesmen both coming into and going out of this repair department. So we have a wonderful opportunity to demonstrate new appliances to them."

Many of these "repair" customers, Johnston stressed, are turned into "appliance" customers.

"In checking over our records for May," he added, "I found that the average ticket was \$2.50, which includes both parts and labor."

Consistent newspaper advertising was credited with bringing in much of the small appliance repair business. The speaker explained that he runs one ad on mixer repair each Sunday and one on iron repair each Wednesday.

The former is a 5-in. ad carrying the heading: "Does your mixer operate correctly?" Under a cut of a mixer is this copy:

"Bring it to Wallace Johnston for repair—factory-type repair service—also all kinds and makes of small appliances. Prompt service—open nights—free parking Wallace Johnston Appliances, 760 Union Ave., 37 2631. Now in our 20th year."

REPAIR BUSINESS COMES FROM OTHER STATES

Dealers were told that although the purpose of this ad is to bring people into the store, it has resulted in mixer repair business from several southern states and from as far away as Chicago.

The iron repair ad is run in both morning and afternoon newspapers. It carries a cut of an iron and notes that percolators, toasters, and floor and table lamps are repaired also. In addition to the firm's signature and the phrase, "Serving you since '32," the ad carries the advice that out-of-town orders are solicited.

Johnston explained that the small appliance repair department employs two men and occupies a 10-ft. by 10-ft. space. It includes a work bench set up for testing all appliances.

When a repair job is accepted, the customer is shown what is wrong with the appliance and given an estimate on the cost of fixing it. Often, it is found that the only trouble is

a bad cord or outlet.

No charge is made for such inspections, which creates goodwill, Johnston pointed out. In most cases, the customer then buys a new cord, light bulb, etc. in return for the free service.

All traffic appliance repairs are guaranteed for 90 days. The claim check tab is filed.

"Being established for the repair of traffic appliances also brings us lots of customers on parts for traffic appliances," the speaker noted. "We sell at lot of iron handles, coffee percolator parts—bowls, glass rods, gaskets, etc.—and vacuum cleaner belts, bags, filters, and the like."

In answer to a question, Johnston said the department head is paid \$60 a week and his helper \$48 for a 45-hour week. In addition, a commission of 5% is paid on every new item they sell.

"Over-all, we make money on the department," Johnston concluded. "But even if we broke even or lost money, it would still pay off because of its proved ability to draw store traffic."

Coolerator Picks 3 New N. Y., N. J. Distributors

DULUTH, Minn.—Appointment of three new Coolerator distributors in the New York and New Jersey area were announced by F. C. Margolf, sales manager of Coolerator Co.

Headed by Samuel Goler, president, Richard P. Beddows, sales manager, and Ralph Bahret, service manager, Mid-Hudson Electric Supply Co., Dutchess Turnpike, Poughkeepsie, N. Y. is the new Coolerator distributor in southern New York state excluding the New York City area.

One of two Coolerator distributors recently appointed in New Jersey is Rale Electric Supply, Asbury Park, N. J., covering Monmouth and Ocean counties. Max Kallachman is manager of Rale Electric.

Reliable Electrical Supply of Newark, N. J. was also appointed Coolerator distributor. This organization is headed by Norman and Henry Krug, partners, A. W. Beneguit, sales manager, and John DeCharo, service manager. The franchise embraces Essex, Middlesex, Passaic, and Union counties.

J. H. Davidson is the Coolerator regional manager in the territory covered by the three new distributors.

YOU CAN'T BEAT THE VICTOR

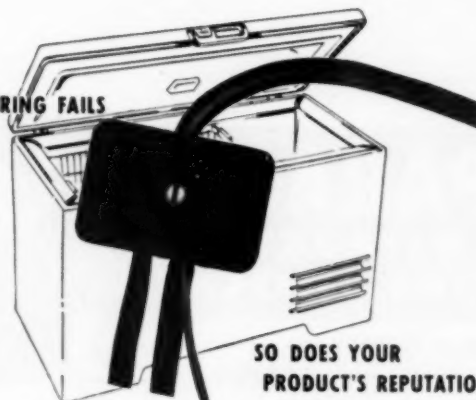
CONVENTIONAL MILK COOLERS

- Workhorse of Milk Coolers
- Proven Performance
- Proven Economy
- Proven Reliability
- Sizes: 3, 4, 6, 8, 10, 12 can and up to 20 can, upon order



For information write:
Victor PRODUCTS CORPORATION
HAGERSTOWN, MARYLAND
MANUFACTURERS OF THE FAMOUS VICTOR QUICKFREEZE

IF THE WIRING FAILS



SO DOES YOUR
PRODUCT'S REPUTATION

FOR DEPENDABLE PRODUCT WIRING USE

UNILECTRIC Wiring Systems

Year after year — for over ten years — UNILECTRIC has produced millions of wiring systems, for more than 150 leading manufacturers of electric and electronic products. From freezers to complex armed forces equipment, these wiring systems have consistently met the most exacting requirements and provided substantial savings to each customer.

To assure utmost dependability plus cost saving engineering assistance, low cost production and "on-schedule delivery" investigate UNILECTRIC today.

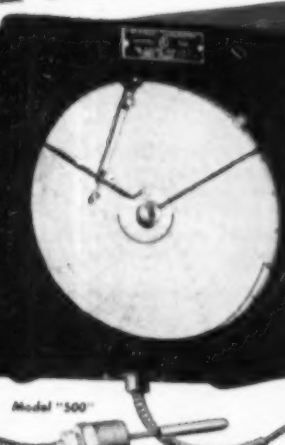
UNILECTRIC Wiring Systems
Manufactured by
UNITED MANUFACTURING & SERVICE COMPANY
411 SOUTH 8th STREET • MILWAUKEE 4 • WISCONSIN

AUTO-LITE

...for
TEMPERATURE RECORDING

- ★ This low-cost protection gives permanent proof of temperature behavior.
- ★ Various standard chart ranges from minus 40°F. to plus 550°F.
- ★ 3 standard types; choice of 24-hr. or 7-day cycle.

Send for new catalog G-143-B, describing many styles of Auto-Lite temperature indicators and recorders.



THE ELECTRIC AUTO-LITE COMPANY
INSTRUMENT AND GAUGE DIVISION
TOLEDO 1, OHIO
NEW YORK • CHICAGO • SARNIA, ONTARIO

TEMPERATURE RECORDERS & INDICATORS

Commercial Refrigeration

Miniature Newspaper

Commercial Dealer's Monthly Publication Lets Prospects Know What Equipment Their Competitors Are Installing

TRAVERSE CITY, Mich. — Circulated once a month to some 700 food handlers in this area, a miniature one-page newspaper titled "Cold Facts" has proved to be one of the most effective pieces of direct mail ever employed by Paul Garthe, Inc., Frigidaire and Tyler distributor here.

Prepared on one side of an 8½ by 11-in. sheet, the newspaper costs not more than \$25 an issue for postage and printing. Addressing is done by the office force at the dealership in its spare time.

The paper is written and edited in a breezy style by John Delanty, sales manager of the firm, who, incidentally, has now been dubbed "ye editor" and calls his desk the "city room."

WHAT'S IN THE PAPER

It features news as to which food handlers and other commercial prospects in the area have installed Frigidaire and Tyler equipment; contains suggestions for care and handling of equipment by users; an occasional item on personnel of the Garthe organization; lists of used equipment available for sale, and a few jokes.

Latest issue even had a paid advertisement from a distributor of scales, slicers, etc., who operates out of the Garthe store.

CUSTOMERS ARE READING IT

"We know that people are reading every issue carefully," Delanty says. "They like to find out what their neighbors and competitors are doing. Also they like to see their own name in print, as does everyone."

"This works out very well in creating sales. For example, when John Jones reads that his competitor John Smith has bought a new open case his reaction is: 'well, if Smith can buy one, so can I.' People who have

already purchased equipment from the firm are also very anxious that their name be listed in the paper," Delanty has found.

"We haven't reached the ultimate yet, though," he admits, "but someday we'll find a prospect who'll buy something just to get his name in the paper."

The paper has also proved an excellent means of finding prospects for used equipment.

"We've sold every item we've listed, including a stocked greeting card case we took in on a freezer deal," he says.

Test New Method of Precooling Peaches

NEW BRUNSWICK, N. J. — "Stericooling," a new method of chilling peaches before they are shipped to markets, is being tested at the New Jersey Agricultural Experiment Station here.

In preliminary tests it took about 40 minutes to cool peaches from 85° F. to 45° F., according to Dr. Walter A. MacLinn, director of the food technology department at Rutgers university's College of Agriculture.

Cold storage, the only method of precooling peaches now in common use in New Jersey, takes about 12 hours, it was pointed out.

Dr. MacLinn explained that in stericooling, peaches are put through a spray of chlorinated ice water that cools them rapidly and at the same time kills any rot spores on their skins.

A test model of a stericooler is being used in the experiment. Conclusions on stericooling are expected to be reported by the end of the state's peach season in October.



DESSERTS stocked in this refrigerated case are easy for the waitress to get without waiting. Having the desserts in view also speeds the decision of many customers as to which they prefer. Take-out sales of these items have also increased since the case was installed.

Speed-Up

Refrigerated Case for Desserts Saves Waitresses' Time, Ups Take-Out Sales

PHILADELPHIA — Installation of a refrigerated display case for desserts in the coffee shop of the Hotel Roosevelt here has speeded up waitress service to tables and booths and at the same time has stimulated take-out sales of pastries and sweet goods.

Formerly, waitresses had to ask counter girls for the desserts ordered by their customers. This usually meant they had to wait until counter girls found an opportunity to get the desserts for them.

Since the refrigerated case was installed, however, customers are served their desserts immediately, the waitresses waste no time at the counter, and counter girls are not taken away from their regular serving duties,

according to Edward Christian, coffee shop manager.

Service is also speeded up, Christian added, because many patrons see in the case what they want for dessert, thereby eliminating much "deep thinking" about which of the items to order.

Located in the center of the coffee shop where every customer can see it, the case has also increased the take-out sale of specialty items. Some customers buy the items to take back to the office for rest-period snacks, while others sometimes take the desserts home.

Reserve stock is kept in a section below the display area of the case. Waitresses refill the display section as necessary.

**CLEANABLE
WATER-COOLED
CONDENSERS**

More Efficient Double-Tube
Counter-Flow Design

1½ to
25-Ton
Capacity

(HM)

Acceptance in the field is rapidly changing to "Demand" for these efficient, more economical Cleanable water-cooled Condensers. Owners and service men prefer the "new unit" efficiency that can always be maintained by a simple cleaning process. Brass headers, machined and brazed.

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WHOLESALE IN PRINCIPAL CITIES
Halstead & Mitchell
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USE THE COUPON!

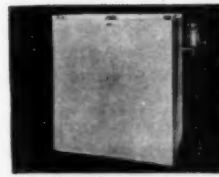
For "easy-to-get" product information . . . use coupon in the "Information Center" form.

For Recognized Quality - Extra Gallons

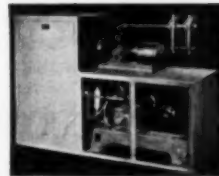
Sell Your Condensing Unit - Filtrine Water Coolers



Mess Hall-Cafeteria Cooler



Photographs-X-Ray Cooler



Typical "Packaged" Circulating Chilled Water System

Sell your condensing unit with remote models for new and replacement jobs — all applications. Capacities 10-1000 g.p.h.; storage 7-300 gals. Filters Rectifier-Decolorators available for all sizes.

Promote your own condensing unit sales with Filtrine's 20-year-life construction . . . high capacity . . . Super Storage . . . more than 40 years' dependability.

COOLERS FOR MESS HALLS — CAFETERIAS

Conform with Fed. Spec. 00-C-566b

COOLERS FOR X-RAY & PHOTOGRAPHY

PACKAGED CIRCULATING CHILLED WATER SYSTEMS

REMOTE COOLERS FOR ALL USES

Sell your condensing unit with Filtrine Stainless Steel or Duco finished cabinets, equipped to suit with top/side shelves, bubblers, glass-fillers. Can be Taste-Master equipped to remove chlorine, rust, sediment from water.



Taste-Master

Sell your condensing unit with Filtrine models repeatedly named by V.A., Signal Corps, Air Force, etc. for X-ray and photo-labs. Under counter design and floor-mounted models with stainless steel work-table top. Filters (extra) to prevent scratched and pin-holed negatives.

Sell your condensing unit! Systems for drinking or processing water — completely packaged with pump, controls, your condensing unit factory installed. Capacities 5-400 g.p.h.; storage 5-150 gals. Filters and Rectifier-Decolorators (extra) to insure taste-free, sparkling water.



Remote Model Coolers

Write for catalog and Specification Guide



FILTRINE MANUFACTURING COMPANY - BROOKLYN 5 - N. Y.

"Water Coolers and Filters for 40 Years"

**FASTER, BETTER, EASIER
CLEANING OF
REFRIGERANT LINES & COILS
... at lower costs..**

WITH AN
**ANSUL DRI-SOL
GUN**

AND
**ANSUL DRI-SOL
CLEANING SOLVENT**

NOW . . . A break for the refrigeration service engineer.

With an Ansul Dri-Sol Gun and Ansul Dri-Sol Solvent, you can clean refrigerant lines and coils **FASTER, BETTER, EASIER . . . and at lower costs.**

Here's all you do: 1. Attach the Dri-Sol Gun, filled with Dri-Sol Solvent, to the expansion valve inlet of the coil. 2. Pressurize the gun by pulling lever down (this releases CO₂ from the replaceable cartridge inside the gun). 3. Open discharge valve to release pressurized solvent into the coil.

The Ansul Dri-Sol Gun is designed specifically to force the cleaning solvent through refrigerant lines and coils under high pressure. It holds three pints of solvent. It is equipped with a packless angle valve and a 3/8 in. male flare outlet for direct connection to the coil at the expansion valve inlet. Pressure is provided from a replaceable carbon dioxide cartridge inside the gun.

Ansul Dri-Sol Solvent dissolves wax, sludges, and decomposed refrigerant products under all conditions. It has a great affinity for water and quickly dries any refrigeration circuit through which it is forced. It may be used more than once but with decreasing efficiency as it becomes saturated with foreign materials and moisture. It is non-toxic and safe to use in enclosed areas.



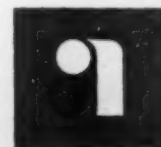
For more complete information on the Ansul Dri-Sol Gun and Dri-Sol Solvent ask your local Ansul Refrigeration Wholesaler. He'll be glad to give you all the details.



Ansul Dri-Sol Solvent is supplied in one gallon steel containers. It is safe to use . . .



The Ansul Dri-Sol Gun is shipped complete with one replaceable pressure cartridge. Just fill with solvent and the gun is ready for use.



ANSUL
Chemical Company

REFRIGERATION DIVISION - MARINETTE, WISCONSIN

MANUFACTURERS OF REFRIGERANTS, REFRIGERATION PRODUCTS, DRY CHEMICAL FIRE EXTINGUISHERS, INDUSTRIAL CHEMICALS. — DISTRIBUTORS OF KINETIC "FREON" REFRIGERANTS

They'll Do It Every Time By Jimmy Hatlo



Have You READ 'Peace and Progress' Yet?

WE HAVE WHAT YOU WANT . . .

For years the industry looked for an automatic defrosting system for temperatures below 32° — and from the KRAMER Laboratory came the wanted answer . . .

THERMOBANK. Now — eight years later — THERMOBANK stands as the unequalled Standard of the Industry. Refinements made over the years bring you now an even better THERMOBANK system. It is the system recognized experts specify — because it ensures maximum efficiency, minimum maintenance and lowest possible operating cost. You can't do better than . . .

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WRITE FOR BULLETIN R-124

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"I have always felt that whatever the Divine Providence permitted to occur I was not too proud to report. The people are not served by pussyfooting, or by that sort of journalism in which nobody will ask who is the editor of a paper or the writer of an article, and nobody will care."—Charles A. Dana.

Not All Can Read

MOST books, pamphlets, and magazines are too difficult for millions of adult Americans. They either can't or won't read the average printed piece, according to Dr. Homer Kempfer of the United States Office of Education. Proof of these shocking statements was obtained from a recent inquiry conducted among librarians and educators throughout the country. "In a nutshell," Dr. Kempfer summarizes this survey, "50,000,000 Americans who don't read well get little or nothing out of current magazines and mailed literature."

A large percentage of our population has not gone beyond the sixth grade at school. Much of the need for simpler, sharper reading material relates to those adults who can read only relatively low levels. Upon these latter most direct-mail pieces and free circulation stuff is wasted.

Furthermore, there are other millions of presumably "educated" people who cannot get the meaning of reading materials of eighth grade level or even higher. Dr. Kempfer's survey reveals a wide demand for easy-to-read material on citizenship, Americanism, homemaking, practical science and technology, health, business, salesmanship, public speaking, and letterwriting.

Two thirds of our population never visit libraries, he continues. Furthermore, annual sales of adult books seldom exceed one for every eight citizens, and only 25 per cent of the population reads magazines. At least 60 per cent of the populace reads newspapers regularly, on the other hand, BUT . . .

"At least 9,000,000 citizens can't handle much more than the comics. They may struggle over and through the headlines," mourns the good doctor (Ph. D.), "but that's about all."

Sad, isn't it? What can we do about it?

The best answer, of course, would be to eliminate illiteracy entirely, and raise reading skills to a decent level. That would take years and years and billions of dollars. Dr. Kempfer believes that the newspaper style of presenting information in capsule form—with frequent headlines, short sentences and paragraphs, illustrative humor and pictures, etc., is another answer—and a quicker one.

"There is a vast market of 50,000,000 potential readers awaiting writers and magazine publishers who can converse with the common man on his own terms," he suggests. "One third of our population, however, doesn't read anything today."

To our way of thinking, this situation is an indictment of free-circulation printed matter as a whole. Just because someone receives a piece of printed literature, such as a free circulation magazine or an envelope stuffer, is no proof that he will or can read it. Why aren't newspapers and national magazines given away to everyone to provide "100% coverage" for advertisers?

If *Life* or the *Saturday Evening Post* were sent out free to 100,000,000 or 150,000,000 persons, even if their advertising rates were not increased, advertisers would not gain appreciably. Their messages neither would be read nor comprehended (even if glanced at) by the excess millions. Aren't businessmen different from the "common herd" in that respect? To a slight degree, yes. But any National Sales Manager will tell you that much of the printed material sent out into "the field" by his promotion department is seldom read, rarely digested—or, like as not, even opened!

The only way the value of printed material—including advertisements—can be tested is when real readers buy it. They won't pay for it unless they are getting their money's worth from it.

Service & Supplies

International Register Ups Woodward, Kinney

CHICAGO—Arthur H. Woodward, who has been president of the International Register Co. here since 1898, was recently appointed chairman of the board of directors, the company has announced. He joined the firm in 1895.

Ansel M. Kinney, formerly executive vice president, was promoted to the presidency.

Illinois RSES To Meet In Herrin Sept. 19-21

HERRIN, Ill. — Five educational talks and other events will mark the 15th annual convention of the Illinois RSES Association to be held at the Ly-Mar hotel here the weekend of Sept. 19 to 21.

An unusual feature of this year's program is the setting aside of a half hour Saturday morning and afternoon to give members an opportunity to talk with wholesalers. Opening session Friday evening, Sept. 19, will include presentation of a sound-slide film on the dangers of abandoned iceboxes and refrigerators to be followed by a short business meeting.

At the Saturday morning session, "Operation and Servicing of Ice Cream Machines" will be discussed by A. H. Allen, chief service engineer of Mills Industries; and Ed. Miller, of Kramer Trenton Co., will discuss "Unicon Condensers."

The afternoon session will start with a talk on "Field Removal of Moisture" by Willis Stafford of Detroit Lubricator Co. John Bopp of Annu Chemical Co. will also discuss "Are Oil Specifications Important?"

Cocktail hour and annual banquet are scheduled for Saturday evening.

A talk by Dwight D. Orr of Standard Refrigeration Co. and a business session will conclude the convention Sunday morning.

Chicago Seal Introduces Frigidaire Valve Plates

CHICAGO—Chicago Seal Co. announces two new valve plates for Frigidaire late model compressors. These two plates will replace Frigidaire Plate Nos. 1135693, 1134427, 1135334, and 1136013 which are used on approximately 75 different models. They are Chicago Seal Valve Plates No. 752 and 753.

A. H. Lockrae Retires After 30 Years with Honeywell

MINNEAPOLIS—A. H. Lockrae, vice president of Minneapolis-Honeywell Regulator Co., has retired because of ill health after 30 years of service, it was announced.

For nearly a decade "Lock," as he was known to associates, has been in charge of Honeywell's heating controls division.

Lockrae will make his future home on his ranch at Patagonia, Ariz.

Dairy Equipment Industry Seeks More Metals In '53

WASHINGTON, D. C.—Manufacturers of dairy processing machinery and equipment have asked the National Production Authority for a boost of 50 to 100% of their allotments of controlled materials during the first half of 1953.

Present allowances of metals "will fall far short of the materials needed for replacement and new expansion in the first two quarters of 1953," the dairy equipment men said.

The industry is having little luck in its search for substitutes for scarce nickel-bearing stainless steel. NPA was told, representatives of the manufacturing firms reporting that other chrome steels "have definitely proved unsatisfactory."

Honeywell Names Gove To Sales Manager Post

MINNEAPOLIS—W. T. Gove has been named by Minneapolis-Honeywell Regulator Co. as sales manager for the multiple-dwelling market, it was announced today by John E. Haines, vice president in charge of the company's commercial division.

Gove, with headquarters in Minneapolis, will direct expanding sales of automatic control equipment for apartment buildings, public housing developments, and other multiple-dwelling units, Haines said.

For the past three years, Gove has been in Honeywell's Boston office handling the large residence and multiple-dwelling market in New England.

SLANTS ON SERVICE

"Slants on Service" is a "package" devised by the NEWS to meet the needs of its busy readers in the service and contracting business.

Garage Creeper Is Handy For Shop Repair Jobs

A garage creeper is very handy to have around the shop if you take refrigerators in for repairs. These creepers save a lot of time because instead of raising the refrigerator to a height that you can work on them, you can work on them where they stand.

You can make one very easily. Get a piece of plywood about $\frac{3}{4}$ in. thick, about 20 in. wide and as long as you desire. (If you want to carry your tools or tool box you can extend it past the head rest).

About an inch or so in from each corner put a caster of the screw-on type and you will find it very convenient because you can work anywhere in the shop. Put a paper over it and use it under a refrigerator if you have to spray it. Use it as a dolly to move compressors or cabinets.

If you want a head rest, take a 2 by 4 and nail it across about two-thirds the length (so that you'll have room for your tools). Fold a gunny sack for padding and tack a piece of oilcloth over it. By covering the head rest with oilcloth, you can

easily wipe it clean should you get some grease or oil on it.

Some 'Don'ts' To Observe In Isolating Machinery

Isolation of refrigeration and air conditioning equipment to prevent noise transmission or the setting up of resonant vibrations is sometimes necessary, but there are several precautions to be observed, believes D. H. McCaughey of Worthington Corp. In fact, he suggests these "don'ts":

"Don't put a solid sheet of cork, rubber, or other material under the complete case."

"Don't neglect overhang of the drive or the machine may rock too much."

"Don't use a material that will soften in warm weather and flow out from under the base; nor use a material that will harden in cold weather."

"Don't ignore uneven weight distribution."

"Don't use a brittle isolator."

"Don't use lifeless material."

"Don't separate the driver and the driven unit. In other words, compressor and motor must be on a common rigid base before isolating."

Buy Peerless FOR PERFORMANCE

DRIP-PUMP for Condensate on Air Conditioners



The Peerless Drip-Pump solves the troublesome drainage problem—on air conditioners, coolers, refrigerators and other machines where condensate is present—by eliminating hazardous gravity drains altogether! The Drip-Pump lifts condensate up and out, overhead... saves valuable space. Illustration shows Model DP-2 high capacity high lift pump for air conditioner applications. Also available is Model DP-1 packless centrifugal type pump, driven by "flea-power" motor... the ideal pump for use for dome, unit or flash coolers. Both models are ruggedly built for long, hard service; easily and quickly installed. Write for full information.

Peerless of America, Inc.

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Redmond MICROMOTORS

Prompt shipment!

"ONE OR ONE THOUSAND"

74 different models in stock

FACTORY DISTRIBUTORS

CYCLO-FREEZE CORP.

MARVIN L. "FERGIE" FERGESTAD
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PULL-
IT LIGHTS
RELEASE-
IT'S OUT



TORCH-O-Says:

"I'm trigger controlled for
faster, easier soldering—
brazing—melting"

Torch-o-matic saves time—saves gas! Just pull the trigger and air-acetylene gas automatically ignites—release trigger and gas shuts off instantly. No hazard from open flame when not in use. One-hand operation with no

"time-out" to light up and adjust. Pays for itself many times over in savings and convenience. Three sizes of tubes and nozzles take care of any job. Fits your present equipment. Write for complete details.

DEALERS WANTED: Some territories still open—act now!

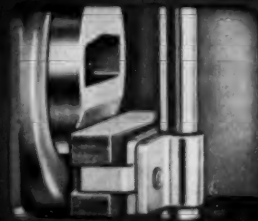
VELOCITY POWER TOOL COMPANY

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HERE'S THE INSIDE STORY... why water regulating valves always stay clean... even in dirty water

V-block seals water in main valve body. Water never comes in contact with spring or operating bellows. Leakproof forged-brass body.

Plastic valve shoe floats on stem. Water pressure forces shoe tightly against seat for complete shutoff. No chatter in operation.



Valve Seat is wiped clean on each cycle by unique action of shoe as it moves across orifice. No chance for dirt to accumulate on seat.

Stainless steel, corrosion resistant valve seat, ground to fine surface finish, provides lifetime tight shutoff and long wear.

CHOICE OF 2 TYPES

Model 65 water-regulating valve for Freon 12. Pressure range 65 to 200 psi. Model 63H, for Freon 22. Pressure range 165 to 200 psi.



Both units available in $\frac{1}{2}$ ", $\frac{3}{4}$ " and $\frac{1}{2}$ " sizes. Capacity, both units, from 7.5 to 42 gal. per min.

DEPENDABLE
Controls

HERE is a water-regulating valve that provides an entirely new idea in flow control for water-cooled compressors and condensing units.

The exclusive, floating plastic valve shoe and stainless-steel seat provide a combination that is absolutely self-cleaning. Aided by the water pressure, it provides trouble-free, positive shutoff—without water hammer, and unaffected by dirt, lime or sand.

The rugged, forged-brass body construction provides durable, corrosion-resistant service. An extra-strong, two-ply bellows also contributes to longer life.

Use this outstanding valve on original equipment or for replacement service. You can't beat its long life and economy. Choose either of two types, in 3 sizes... for Freon 12 or Freon 22, as indicated at left. Regulates cooling water for compressors up to 42 hp.

Write today for Bulletin R-18 and get more information on the valve that stays clean—even in dirty water.

A-P CONTROLS CORPORATION

(Formerly Automatic Products Company)

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Stocked and Sold by Good Refrigeration Wholesalers Everywhere • Recommended and Installed by Leading Refrigeration Service Engineers

What's New

When requesting further information on new products, please use "Information Center" form at bottom of page.

Winding Tester Detects Single Shorted Turn



Columbia winding tester.

KEY NO. B-920

NEW YORK CITY—A newly-developed, portable electronic winding tester so sensitive that it can detect a single shorted turn of No. 40 AWG wire was announced recently by Columbia Technical Corp. here. This new instrument is designed to detect faults in and to prevent breakdowns of electrical motors and generators of all sizes and types, coils, and similar electrical equipment.

It is said to be a practical "tool" for preventive maintenance, production control, and motor repairs.

Known as the PMD Tester, it enables the user in a matter of a few seconds to detect the location as well as the nature of an electrical fault in any type of winding. The presence

and location of open circuits, shorts to ground, shorts between phases or between turns, reversed terminal connections, wire breakage, and material defects can be found in a minimum of time even with unskilled labor.

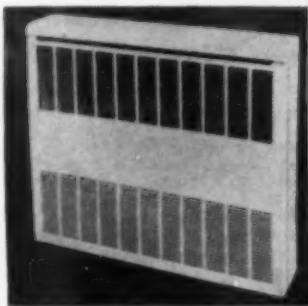
The PMD Tester can be used with equal sensitivity on both a.c. and d.c. devices. The PMD test probes generate their own field in the probes, it is explained.

The field oscillates at 800 cycles, in contrast to 60 cycles, which accounts for the very high sensitivity making possible the detection of a single shorted turn in a winding.

The motor tester consists of a power supply unit, a vacuum tube oscillator, a regulator and rectifier circuit, equipped with standard tubes, and a full-view, clearly calibrated meter—all housed in a portable case. Total weight of the unit is only 13 lbs.

Rod-like, single probes are used to test distributed windings. Field coils and squirrel cage rotors are tested with double probes. Attachments for semi-automatic production line testing are also available.

The standard test unit is used with either single or double-probes which are said to be available in three basic sizes.



'Circle Air' Heater Warms Air with 'Black Heat'

KEY NO. B-921

BROOKLYN—A convection type electric heater that operates by drawing cold air in through lower vents and passing this air around concealed fins and then out through the upper louvers has been introduced by the Paley Mfg. Corp. here.

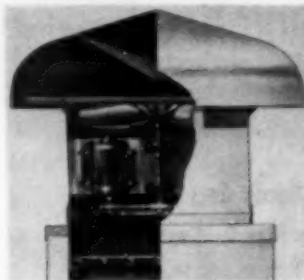
Called "Circle Air" heating, the process is said to warm the air evenly with "black heat," that is, no red hot surfaces, to the exact temperature desired.

Encased in gray metal cabinets, Circle Air installations can be recessed within or placed against the wall. Each room can be individually thermostatically controlled.

The manufacturer said that for a small home of about 8,000 cu. ft., it costs about \$400 to install.

Each Circle Air heating element carries a five-year guarantee, backed by a policy with one of America's largest insurance companies.

Fan Ventilator Is Low In Height, Inconspicuous

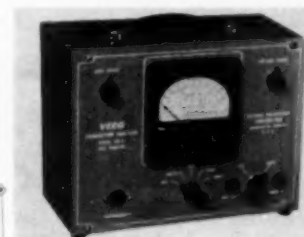


KEY NO. B-922

AKRON, Ohio—A power driven fan ventilator that is low in height and of inconspicuous design has been introduced by the Burt Mfg. Co.

Called the Burt "Low Type" Ventilator, the unit may be used either as an exhaust ventilator or as a fresh air supply unit. It can be supplied with either a direct motor driven fan or with a V-belt and pulley drive.

Sizes range from 12 to 60-in. fans. Standard construction is prime galvanized steel, but other materials such as aluminum or stainless steel can be employed.



Instrument Tests Furnace Combustion Conditions

KEY NO. B-923

UNION, N. J.—A complete furnace combustion tester that measures CO₂ content of flue gas, temperature of flue gas, and draft over fire is offered by Victor Engineering Corp.

The instrument has two probes. One is inserted into a small hole in the flue to measure CO₂ content and stack temperature. The other is in-

serted in front of the furnace to measure the draft over the fire. This permits a series of readings to be taken without moving the probes.

Built-in thermocouple insures flue gas temperatures being taken at the same point as CO₂ measurement.

Features of the instrument, which is said to have the accuracy of a laboratory Orsat-type tester, include a glass coated electronic thermistor, gas analysis cell with built-in temperature compensator, and a filter-drier requiring only six to eight squeezes of the hand aspirator.

2-3 Gals. of Water Daily Removed by Dehumidifier

KEY NO. B-924

CHICAGO—An electric dehumidifier manufactured by Berns Mfg. Corp. here is claimed to efficiently remove moisture from an enclosed area of 8,000 to 10,000 cu. ft.

Called the "Dri-Aire," the unit removes 2 to 3 gals. of water every 24 hours, according to the company. It has a removable, drawer-type container and a 1/2-in. fitting for a permanent drain.

The dehumidifier is provided with a 1/4-hp. motor.

TYPHOON
Air Conditioning
ENGINEERED FOR EVERY NEED
PRICED FOR EVERY BUDGET

- Air Conditioning Units 1 1/2-20 tons
- Multi-Packaged Systems Up to 60 tons
- Prop-R-Temp Heat Pumps 2-20 tons
- Evaporative Condensers
- Packaged Water Chillers

TYPHOON AIR CONDITIONING CO., Inc.
794 Union Street, Brooklyn 15, N. Y.

WILSON

is the one **REALLY** complete

HOME FREEZER LINE

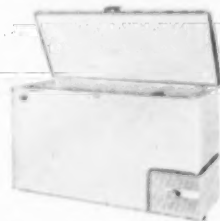
4

CHEST
MODELS

8, 15, 19, 24
cu. ft. sizes



FC-82



FC-190

3

SELF CONTAINED
UPRIGHT
MODELS

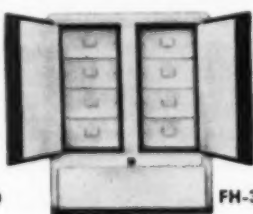
18, 23, 30
cu. ft. sizes



F-180



F-230



FH-30

9

SECTIONAL
EXPANDABLE
MODELS

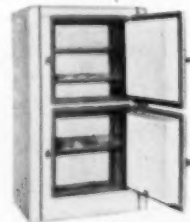
30, 60, 90
cu. ft. sizes



FD-301



FD-601



FD-302

No wonder Wilson Dealers and Distributors make so many sales! No wonder they say a Wilson Franchise offers the most in business-getting opportunity. A few wholesale Distributor Franchises are still available. For complete details of availabilities in your area, write, wire or phone.

WILSON REFRIGERATION, INC., 101 Glenwood Avenue
Smyrna, Delaware

HOME FREEZERS...FARM MILK COOLERS...COMMERCIAL REFRIGERATION

Information Center

For more information on What's New products, current literature and catalogs available, equipment advertised in AIR CONDITIONING & REFRIGERATION NEWS use Key Numbers where designated or specify products advertised and we'll see that you receive this information promptly.

What's New or Current Literature Available

Key No.	Key No.
Key No.	Key No.
Key No.	Key No.
Key No.	Key No.

Products Advertised

(list name, page, and issue date)

(PLEASE PRINT PLAINLY)

Name Title

Company

Street

City Zone State

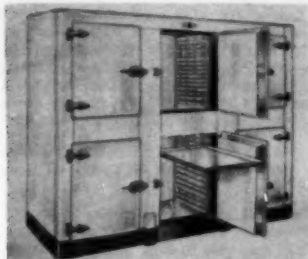
Type of Business

MAIL THIS FORM TO

AIR CONDITIONING & REFRIGERATION NEWS
Reader Service Dept.
450 W. FORT ST. DETROIT 26, MICHIGAN

What's New (Cont.)

Puffer-Hubbard Upright Freezer Comes In 3 Models



Puffer-Hubbard 8-door freezer.

KEY NO. B-925

GRAND HAVEN, Mich. — A new line of upright freezers is now ready to be introduced to the market by Puffer-Hubbard Mfg. Co. located here.

The "Everfresh" freezers will be produced in three models: a 4-door with 80-tray (standard 18 in. by 26 in.) capacity; 6-door with 120-tray

capacity; and 8-door with 160-tray capacity.

A. J. Johnson, president, said that after many months of experimental design and field testing, the company is at present in full scale production on the new line of upright freezers.

He said the freezers "embody many new and exclusive design features including the latest development in automatic self defrosting and a built-in manual controlled electric device to eliminate exterior sweating and freezing of doors."

The cabinets have genuine "lifetime" porcelain exterior finish, aluminum interior finish, trays self-supporting when pulled three-fourths of the way out, full 4-in. corkboard insulation with hot dipped vapor seal "to provide lifetime protection against moisture," and specially designed hinges to give 100% clearance for tray removal with 90% door opening so that cabinets can be set against walls in a corner, according to the firm.

Grease Eliminator Filter Protects Exhaust Ducts



Far-Air grease eliminator for restaurant kitchens.

KEY NO. B-926

LOS ANGELES — A "Far-Air" grease eliminator which prevents accumulation of grease and lint in duct

systems was announced recently by Farr Co. here, manufacturer of "Far-Air" filters.

The grease eliminator is designed for installation in restaurant kitchen ventilating systems where exhaust ducts present a fire hazard. Duct cleaning can be virtually eliminated by employing this inexpensive unit, the filter manufacturer further points out.

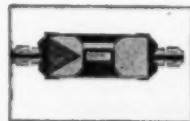
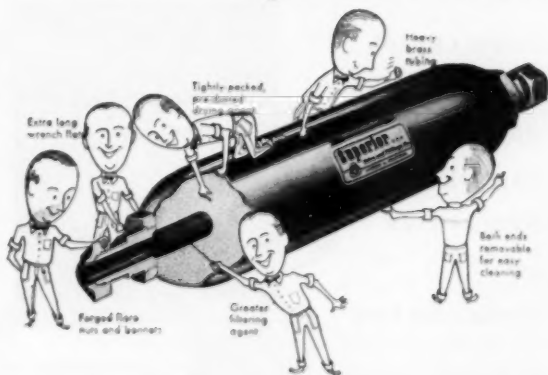
A tray which catches dripping grease that has been accumulated by the filters is suspended below the unit.

Filters are quickly removed and snapped back in place.

They may be cleaned by simply flushing under a hot water tap or by running through the dishwasher, it is explained.

The Far-Air grease eliminator is available in a wide range of sizes and finishes to match existing kitchen equipment, the manufacturer points out.

6 Efficiency Experts with each Superior Drier



If you prefer the non-refillable type, you'll want to specify this Superior Drier. Conical screen, lambs wool filter, pre-dusted drying agent and forged flange nuts and bonnets are a few of the outstanding features of this exceptional drier.

Let these six efficiency experts solve all your drier problems. They help you install the drier easier—keep a clean, free flow of refrigerant moving through the system—afford easy access at cleaning time—and keep the system operating smoother, longer. And these outstanding features on Superior's refillable drier add up to a great savings for you in original investment, replacement parts, efficient operation and a minimum of down-time for repairs. Remember these six efficiency experts are standard equipment on all Superior refillable driers. Specify them.

Your local wholesaler has them in supply

Superior valve and fittings co.

Pittsburgh 26, Pa.



Current LITERATURE available

To obtain further information on the literature listed below, please refer to key number preceding listing. Please use the "Information Center" form on "What's New" page.

Catalog Page Shows Sherer Display Case In Color

KEY NO. N-920

MARSHALL, Mich. — A full-color catalog sheet on the Sherer Centennial model 3100C mass merchandiser dairy case has been released by the Sherer-Gillett Co. here.

The sheet gives full specifications on the model, presents sales features, and provides three illustrations.

Simplified Incentive Tools As Sales Aids Introduced

KEY NO. N-921

DAYTON — An informative sales promotion kit, "Simplified Incentive Tools," has been prepared by Cappel, MacDonald & Co. here to help sales executives plan easily conducted incentive campaigns.

The kit contains sample copies of five of Cappel, MacDonald's prize broadsides, each a self-mailer, displaying 50 to 60 merchandise prizes in the \$5, \$10, \$15, \$20, and \$25 wholesale price ranges.

Also included are ideas and instructions on how to use these prize broadsides for sales incentive purposes, premium programs, "use-the-user" plans, and industrial efficiency campaigns.

A further advantage of the kit, according to MacDonald, is that it shows how an incentive campaign can be promoted for as little as 3 cents per participant.

The "Simplified Incentive Tools" kit is available free.

Catalog Lists Controls For Refrigeration, A. C.

KEY NO. N-922

GLENDAL, Calif. — General Controls Co. here has recently released a new catalog on its line of automatic controls for refrigeration and air conditioning.

Called Catalog 54-R, the book contains 24 pages. It includes detailed information on the company's defrost time switch, hydramotor valve, distributor, magnetic lever valve, 3-way magnetic lever valve, magnetic piloted piston valve, magnetic stop valve, single and dual high or low pressure controls, refrigeration temperature control, dual temperature pressure control, relay, mobile refrigeration valve, strainer, humidity control, cooling thermostat, as well

as its thermostatic expansion valve.

At the back of the book are three solid pages of engineering data.

Copies of the catalog may be obtained on request on company letterhead.

Maintenance Service Book Issued by Westinghouse

KEY NO. N-923

PITTSBURGH — A 24-page booklet describing a complete maintenance service for electrical apparatus can be obtained from the Westinghouse Electric Corp.

The booklet, B-4766, presents a sound maintenance program based on the use of genuine renewal parts, repair service plants, and engineering and field service.

Dozens of photographs show the special skills, testing devices, and repair equipment which are available to customers through strategically located repair plants. Many improved design renewal parts are illustrated. Motor exchange service, periodic inspection service, and "on the spot" repairs by field engineers are also described.

20 Questions Answered In Brochure on M.I. Wiring

KEY NO. N-924

NEW YORK CITY — "20 Questions and 20 Answers of Safety M.I. Wiring" describing and illustrating the characteristics and advantages of the mineral insulated wiring system has been issued by the General Cable Corp. here.

A complete table of types, sizes, weights, and lengths as well as a partial list of users are also included.



Slated for a Great Future

Chrysler Airtemp Comfort Zone

It's easy to sell home heating equipment when you handle the Chrysler Airtemp Comfort Zone line. Prospects are pre-sold on the extra value in Chrysler Airtemp equipment. They know that no other manufacturer has a name that carries the prestige and public acceptance of Chrysler Corporation. And they are already acquainted with Chrysler Airtemp products through advertisements appearing in the nation's most popular magazines, for Chrysler Airtemp is the industry's most consistent national advertiser. They also know that Chrysler Airtemp first made cooling equipment tailored to the homeowners needs, thus opening up a two-fold market for you to sell the year-round. Yes, Sir, you're slated for a great future when you sign up with Chrysler Airtemp. So, don't delay. Mail coupon today.



Airtemp Division of Chrysler Corporation
P.O. Box 1037, Dayton 1, Ohio

AC & BN-9-52

I would like to know more about Chrysler Airtemp's franchise arrangements.

Name _____

Address _____ Phone _____

City _____ Zone _____ State _____

Refrigeration Problems and their solution

by Paul Reed

For Service and Installation Engineers



Paul Reed

Automobile Air Conditioning

Perhaps it is a little late in the season to be bringing up the subject of automobile air conditioning, but we have had several letters within the past few months asking for information on this subject. The unusually hot summer, that seems to have been rather general throughout the country, has probably been largely responsible.

This is a field that has been rather sadly neglected. Many Americans spend a great deal of their lives in their cars, with little or no relief from summer heat.

THE PRE WAR PIONEER

And yet air conditioning of passenger automobiles is not as new as might be thought. Before World War II, one of the "Independent" auto manufacturers, whose automobile was in the above-average price class, offered air conditioning as optional at a price of a little less than \$300.

Now the price would undoubtedly have to be about twice that.

The car had to be ordered "special," for the air conditioning equipment was put on at the factory as the automobile came down the assembly line.

To the best of our memory, there were about 2,500 of that make so equipped before government regulations on the use of strategic materials for air conditioning equipment (and for "pleasure" cars, too), forced a discontinuance.

Since the war, there have been quite a few private passenger automobiles, and many ambulances, equipped with air conditioning on a custom basis. Much of this has been done by comparatively small companies who have specialized in this field.

Most of the automobile air conditioning systems built to date have followed the same general plan and layout used by the pioneer manufacturer. Perhaps some of our readers might be academically interested or might like to install a system in their own cars. With a little ingenuity and a lot of work and perseverance, it can be done.

DRIVING THE COMPRESSOR

The first problem is how to drive the compressor. In the pioneer system referred to above, the compressor was mounted on a special bracket attached to the main automobile engine, and belt-driven from the fan pulley. To accomplish this, the original fan belt was replaced by a longer one that passed over the compressor pulley.

On cars whose engines are mounted rather rigidly to the frame, it is not too much of a problem to also mount the refrigeration compressor, although it does call for some rather close figuring in order to find a place for the compressor under the hood. Sometimes a jack-shaft can be used, if the compressor cannot be mounted so as to line up the fan pulley and compressor pulley.

However, those cars whose engines are mounted on springs or other resilient material, or that are so mounted that they are free to rotate a few degrees on starting or other periods of sudden changes in torque, it becomes quite a problem to mount the compressor without upsetting the balance of the engine.

Hydraulic drives getting their

power from hydraulic pumps driven by transmission take-offs are now being used to a limited extent on refrigerated trucks, and if this method becomes fully developed, it offers an interesting possibility for driving the compressor of air conditioning systems of passenger automobiles.

The compressor should obviously be as light as possible, and it should also be small. These two requirements demand a compressor with sufficient displacement, but with the minimum dimensions possible; and both of these demand a high-speed compressor.

The "pioneer" compressor was a two-cylinder compressor of 1½-in. bore and 1½-in. stroke, and about the size of an ordinary ½-hp. belt-driven compressor. It operated at from 2,500 to 3,000 r.p.m. when the automobile was traveling at 75 m.p.h., so its displacement at those speeds was from about 9.6 to 11.5 c.f.m.

Moreover, it employed splash-feed lubrication; and it stood up very well, which was remarkable, since no provision was made for using a shorter fan-belt in the winter. The compressor operated the year-round; always running summer and winter, whenever the engine ran.

This compressor was specially designed, however, with copper-lead main and eccentric rod liners, and with forged eccentrics.

CONTROLLED MANUALLY

The system was manually controlled. Since the compressor operated whenever the automobile engine did, it furnished refrigeration the year-round. When air conditioning was required, a switch on the instrument panel was turned on to start the fan on the evaporator. There was a cold air damper, also. In cool or cold weather, the system went right on refrigerating, but the refrigeration was confined to the evaporator.

At first, it was thought that the maximum capacity of the system would have to be about one ton or 12,000 B.t.u. per hour, based on a car speed of 75 m.p.h. and a compressor displacement of 9.6 c.f.m. Later, it appeared that this was not quite enough, so the compressor r.p.m. at 75 m.p.h. was raised on 3,000 r.p.m., which gave an increase in compressor displacement of 20% and raised the refrigerating capacity of the system to about 1.2 tons.

These compressor displacements may appear excessive for the refrigeration developed, but head pressures

and liquid temperatures were high and the suction gas was highly superheated.

Since the compressor was belted directly to the engine, the compressor displacement varied in direct proportion to the engine speed. Thus, when the car was on the road, running in high gear, the capacity of the refrigerating system varied in just about the same proportion as the road speed of the automobile. At 75 m.p.h., the system had approximately three times the refrigerating capacity as at 25 m.p.h., one and one half times the capacity as at 50 m.p.h., etc.

HEAT LOAD VARIED ABOUT AS CAR SPEED

And the surprising thing was that the heat load also went up in pretty much the same ratio, so that the system was able to keep the car at about the same temperature when traveling at road speeds of from about 30 m.p.h. on up.

This may appear curious; that the heat load on the car's interior should vary so much according to road speed. The car insulation does not change nor does the outside air temperature. There are apparently two reasons for the automobile's heat load increasing in about the same proportion as its road speed.

One is that the outside air flows over the car's surface so much more rapidly that its increased velocity increases the rate of heat transfer in B.t.u. per square foot per degree of temperature difference, between the air and the car's exterior; and this rate of heat transfer goes up remarkably fast.

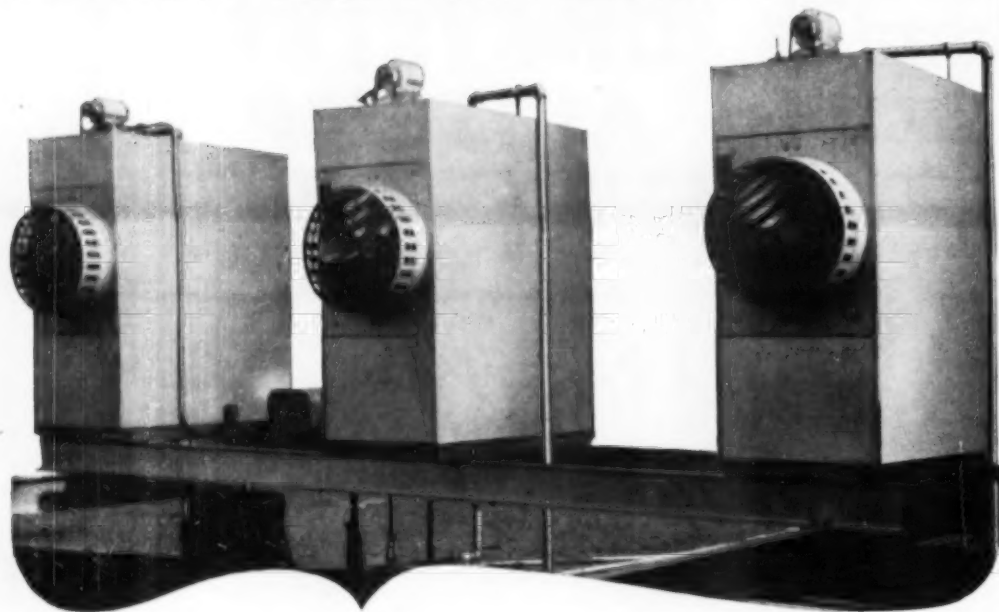
Another contributing factor was undoubtedly the increased rate of air change in the car's body. Even with the windows all closed, there was undoubtedly a good deal of leakage of air into and out of the car's body.

Whatever the reasons, it was rather surprising that there was this approximate ratio between heat load, road speed, and refrigerating capacity of the cooling system.

At the slower road speeds of less than 25 or 30 m.p.h., the refrigerating capacity of the cooling system, due to the slower r.p.m. of the compressor, fell off faster than the heat load, so the tendency was for the temperature inside the automobile to increase somewhat at low road speeds, and became too high at engine idling speed.

In fact, this was the main reason (Continued on next page)

MARLEY AQUATOWERS...



...teamed
for
Flexibility

Producers of
DOUBLE-FLOW TOWERS
AQUATOWERS
DOUBLE-FLOW AQUATOWERS
DRICOLERS
NATURAL DRAFT TOWERS
CONVENTIONAL TOWERS
SPRAY NOZZLES



The Marley Company, Inc.

Offices in 50 Cities

Kansas City 5, Missouri

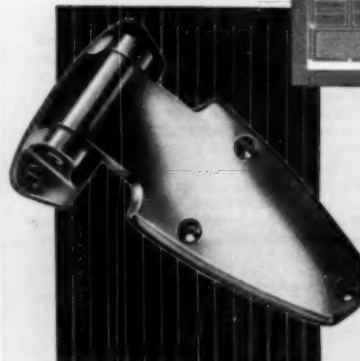
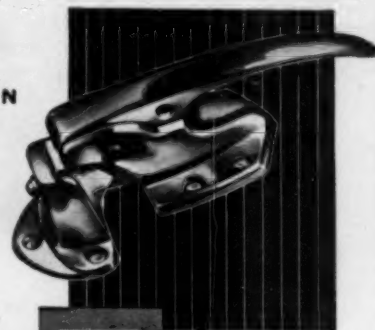
With the increasing popularity of "zone cooling," multiple installations of Marley Aquatowers appear on more and more buildings. This system of cooling individual areas with separate systems offers true flexibility of operation: no complete shutdowns for maintenance; varying schedules of operation with consequence power and water economy.

Multiple Aquatower installations also offer construction economies where hoisting larger equipment is a problem. Added plant capacity and service for individual tenants also are provided simply and with uniformity of appearance by these multiple installations.

This year more thousands of Aquatowers are in service, singly and as multiple units, giving complete satisfaction to owners and installers. With every increase in demand for cooling towers, Aquatowers constantly fill the greatest proportion of the total requirement.

Grand Rapids Brass

COMMERCIAL
REFRIGERATION
HARDWARE
FOR NEW
EQUIPMENT
OR
REPLACEMENT



Locks, Strikes
and Hinges
that contribute
to Quality
in the
World's Finest
Refrigerators

Grand Rapids Brass Company

GRAND RAPIDS, MICHIGAN

DIVISION OF CRAMPTON MANUFACTURING COMPANY

Auto Air Conditioning--

(Continued from preceding page)
for increasing the compressor speed at 75 m.p.h. up to a range of 2,500 to 3,000 r.p.m. This also increased the cooling system's refrigerating capacity about 20% at town-driving car speeds of under 30 m.p.h., and this was where the increased refrigerating capacity was needed in order to maintain comfortable body temperatures. At the rate of 2,500 r.p.m. compressor speed at 75 m.p.h., car temperatures could be maintained; and the 20% increase was made more to benefit the system capacity of city driving speeds, especially heavy traffic driving speeds of 15 or 20 m.p.h.

(To Be Continued)

Kold-Hold Purchase--

(Concluded from Page 1, Column 3)
used for controlling temperatures to keep perishable products from freezing during winter transportation, as well as keeping them cold or frozen, according to requirements.

At a meeting of Kold-Trux stockholders, officers for the subsidiary company were elected as follows:

James R. Tranter, president; J. R. Tepfer, vice president in charge of sales; H. E. Guyselman, vice president in charge of production; Mrs. L. S. Worthington, secretary in charge of advertising; and J. H. Flewelling, treasurer. All six were also elected as directors of the new subsidiary.

Members of the dairy industry will be able to see the Kold-Trux unit for the first time displayed at booth D92 at the Dairy Industry Suppliers Association Exposition, Navy Pier, Chicago, Sept. 22 to 27.

"The combination of Kold-Hold and Kold-Trux equipment," stated Tranter, "is another step in Kold-Hold's plans for supplying the complete truck refrigeration needs for the growing transportation industry."

Kold-Hold's "Hold-Over" truck plates, serpentine plates for multiple commercial refrigeration uses, "Plate-coils" for industrial processes, and radiant baseboards for residential and commercial heating and contract work, with the Kold-Trux units, will permit a more complete offering of equipment for home and industry, Tranter said.

"A great share of Kold-Hold's production at the present time is devoted to support of the government's preparedness program," he added. "The three Army and Navy 'E' Awards received by Kold-Hold for government production during World War II proved a challenge to continued growth. This acquisition of Kold-Trux, Inc. will make possible more complete service to the preparedness demands, as well as to commercial and industrial fields."

JUST ASK US!

Turn to "What's New" Page for useful information on new products.

NEW 'Cross-Flo'

HEAVY-DUTY
DRIER-FILTER



THE MOST
EFFICIENT EVER MADE!

Now 100% improved—and 100% foolproof with new fiberglass depth filter for increased filtering capacity—and new MOLDED Remcal Drying agent for increased moisture-absorbing capacity and improved efficiency. Also with silica gel. Capacities 1-1/2 thru 5 tons. Send for descriptive folder.

REMCO INCORPORATED
ZELIENOPLE, PA.

"ADDIT 88"

(A Special Formula For Refrigeration)

"The First Oil Additive in the History of Refrigeration"

"ADDIT 88" will produce results in your refrigeration system that will amaze you.

Attention Manufacturers of Refrigeration Compressors! Send for Information on This Amazing Discovery

SEALED UNIT PARTS CO., INC.
261 East 161st St.
New York 51, New York

Suspend Some Ceilings--

(Concluded from Page 1, Column 4)
outright, OPS retains the authority to reimpose price ceilings at any time it deems necessary. The agency has set up a "trigger mechanism" which will operate to bring these products back under control arbitrarily when their prices rise to a certain level. But, the agency warned, it does not necessarily have to wait for prices to reach this level before reimposing controls.

OPS officials indicated that they will suspend price ceilings on other items when their selling prices have fallen substantially below ceilings and there is no prospect that control will have to be reimposed in the foreseeable future.

They also indicated that suspension of major appliance ceilings is

not in the offing. They reason that permission to pass through price increases for steel, copper, and aluminum will probably cause increased selling prices for these goods and thus make them ineligible for ceiling suspensions.

Rexford Named to Thor National Sales Staff

CHICAGO—The appointment of Fred W. Rexford as an executive on the national sales staff of Thor Corp., home laundry appliance manufacturer, was announced recently by President John R. Hurley.

Rexford has been with Toastmaster Products Div. of the McGraw Electric Co., for the past seven years. For the past several months he has been their central division sales manager.

Houston Room Cooler Sales--

(Concluded from Page 1, Column 3)
1951 included automatic clothes washers, which increased by one-third in volume sales; and a notable increase in 1/2-ton and up window type room coolers."

The utility's figures are as follows:

Residential and Farm Equipment	Units Sold First Half 1952
Electric Ranges	1,044
Refrigerators	15,577
Home Freezers	4,589
Clothes Washers (non-automatic)	6,394
Clothes Washers (automatic)	10,682
Clothes Dryers	606
Dishwashers	884
Disposal Units	525
Roasters	1,852

Ironers	498
Electric Water Pumps	3,284
Electric Space Heaters (1000 watt & up)	708
Residential and Commercial Equipment	
Desk Type Fans (8 in. and up)	15,529
Ventilating Fans (10 in.-32 in)	11,893
Ventilating Fans (32 in. and up)	8,438
1/2-Ton Room Coolers (window type)	690
1/2-Ton and up Room Coolers (window type)	13,703
1/2-Ton and up Room Coolers (console type)	391
2 to 15-Ton Self-Contained Air Conditioning Units	787
3 to 15-Ton Separate Compressor Air Conditioning Units	142

Have You Ordered YOUR Quota Yet?

Timely New Book Presents Original Suggestions

Just what IS the American Way, anyhow? We may know what we're against, but do we know what we are for? Which are the causes of our fears and uneasiness? What can we do about the "fix we're in," and how can we find peace and contentment? This book gives some remarkably interesting answers.

By George F. Taubeneck

(The "Inside Dope" Man)

Contents

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Chapter 1—Why Aren't We Happier?	Page 7
Chapter 2—What Price Security?	Page 15
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Chapter 5—Squeezing The Turnip	Page 33
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Chapter 13—No Need To Take It Lying Down	Page 114
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Peace and Progress

How To Be
Happy
Despite
The Politicians

by
George F.
Taubeneck

CONJURE HOUSE

America largely is a nation of middle-class people. Its elections are swung by independent voters, and its directions pointed by men and women who seldom raise their voices.

At the same time vociferous elements in our country usually represent biased pressure groups.

Most of the clamorous pleaders and writers who claim our attention have been partisans. As a rule they advocate either Left or Right wings of opinion. Caught between such crossfires, the normal citizen seldom sees his own position stated satisfactorily.

This book attempts to define the American Way fairly—and excitingly—in a manner which unselfish citizens may approve with confidence, and cheer with appreciation.

PEACE AND PROGRESS is presented as a reasonable synthesis of the attitudes and thinking of thousands of "grass roots" Americans to whom the writer has listened over a span of three decades. Additionally, it contains novel and stimulating ideas for doing something about the "fix we're in."

Conjure House Division

Business News Publishing Co.
450 West Fort St., Detroit 26, Michigan

Please send me . . . copies of "Peace and Progress" @ \$2.95 each. (10 to 100 copies, 10% discount. 100 to 500 copies, 15% discount. 500 or more copies, 25% discount.)

Name
Company
Street Address
City
State

PATENTS

Week of July 29

2,604,700. MOISTURE COLLECTING AND REMOVING ARRANGEMENT. Raymond L. Brothers, Erie, Pa., assignor to General Electric Co., a corporation of New York. Application April 25, 1950, Serial No. 158,995, 9 Claims. (Cl. 62-41)



1. A refrigerated cabinet comprising an outer wall, an inner wall spaced from said outer wall and defining a food storage compartment, heat-insulating material in the space between said walls, said inner wall having an opening therein, means defining a passage extending between said openings, a condensing unit intermittently energized for supplying refrigerant to said said compartment, a heating element for supplying heat to said passage, and means for energizing said heating unit at all times that said condensing unit is deenergized and for deenergizing said heating element at all times that said condensing unit is energized.

2,604,701. TWO-TEMPERATURE REFRIGERATING SYSTEM. Leonard W. Atchison, Erie, Pa., assignor to General Electric Co., a corporation of New York. Application April 21, 1950, Serial No. 158,996, 13 Claims. (Cl. 62-31)



1. A refrigerating system comprising a condensing unit, a low temperature evaporator and a tiltable reservoir connected in a closed refrigerant circuit, means for conducting liquid refrigerant from said condensing unit to said reservoir, means connected to the upper portion of said reservoir for conducting liquid refrigerant from said reservoir to said low temperature evaporator, and means connected to the lower portion of said reservoir for conducting liquid refrigerant from said reservoir to said higher temperature evaporator, said reservoir being tilted in one direction for directing liquid refrigerant from said reservoir to said low temperature evaporator, said reservoir being tilted in the opposite direction for directing liquid refrigerant from said reservoir to said higher temperature evaporator, said condensing means providing for retention of a substantial body of refrigerant in said reservoir when said reservoir is tilted in said one direction and making said substantial body of liquid refrigerant immediately available to said higher temperature evaporator when said reservoir is tilted in said opposite direction.

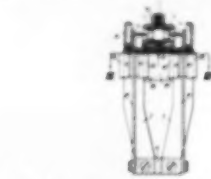
2,604,702. BAFFLE STRUCTURE FOR REFRIGERATORS. Charles R. Quinn, Orland, Pa., assignor to Philco Corp., Philadelphia, Pa., a corporation of Pennsylvania. Application March 11, 1950, Serial No. 149,083, 6 Claims. (Cl. 62-100)



1. A tray-like baffle structure comprised of material of low thermal conductivity and adapted for horizontal disposition within a refrigerator beneath the evaporator thereof, said baffle structure comprising an imperforate bottom wall and upstanding side walls defining a relatively shallow, open-topped tray, whereby

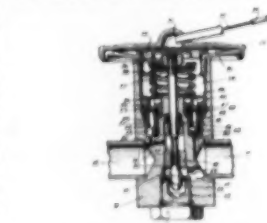
to provide for storage of foodstuffs and collection of moisture dropped upon said tray under certain usage conditions; and means comprising a hood-like cover member cooperating with a portion of said bottom wall and secured to portions of said upstanding side walls to define a meat storage receptacle overlying a portion only of said tray-like baffle structure, said hood-like cover member being provided with a movable door portion providing access to said receptacle and being sloped and configured to promote drainage of moisture therefrom to a portion of said tray-like baffle structure adjacent to said receptacle.

2,605,048. ELECTROMAGNETICALLY DRIVEN SELF-REGULATING FLUID COMPRESSOR FOR USE IN REFRIGERATING MACHINES. Jean Leon Boucher, Geneva, Switzerland. Application July 18, 1950, Serial No. 159,000, 2 Claims. (Cl. 62-35.3)



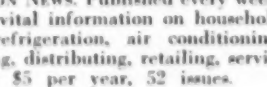
1. In an electro-magnetically driven fluid compressor, the combination of a frame, an inducing field magnet secured to said frame and having two parallel and opposite portions, each of which is cut by an air-gap with polar faces substantially at right angles with the main direction of the flux, said field-magnet being energizable by alternating current of predetermined frequency; a pair of leaf-springs secured to said frame by one of their ends, each leaf-spring being adapted to oscillate in a corresponding air-gap, in a direction substantially parallel to said polar faces, a pair of permanent magnets carried by each leaf-spring, said permanent magnets having their magnetic axes parallel to the flux in the corresponding air-gap, but opposite in direction with respect to each other; a compressor cylinder for gaseous fluid secured to the frame, two spaced pistons reciprocally mounted in said cylinder and symmetrically connected to one of the said leaf-springs; a suction pipe and a delivery pipe communicating with the middle part of the cylinder between the two pistons, the weights and sizes of the movable unit constituted by the leaf-springs with permanent magnets, pistons and their connections, being determined in such a manner that the natural frequency of oscillation of said unit, by no delivery pressure in the cylinder, be less than that of the alternating current, said natural frequency increasing when the rate of compression increases so as to become almost equal to the frequency of the alternating current.

2,605,050. SELF-EQUALIZING THREE-WAY VALVE. Franklin M. MacDonald, Kirkwood, Mo., assignor to Mac Valve Co., University City, Mo., a corporation of Missouri. Application Dec. 13, 1949, Serial No. 716,151, 11 Claims. (Cl. 236-92)



1. A thermostatic, constant superheat type of expansion valve, including a housing, an inlet and an outlet therein, a valve passage between the inlet and the outlet, an expansion valve movable to cooperate with the passage to regulate fluid flow through the passage and produce a pressure drop in the fluid, a thermostatic unit on the housing including an expandable wall, a pressure chamber in the housing to receive fluid pressure acting against thermostatic displacement of the wall, means connecting the wall and the expansion valve, a first passage in the housing between the outlet and the pressure chamber, a second passage in the housing between the inlet and the pressure chamber, a valve in the first passage adapted to be urged closed by action of fluid pressure differences between the inlet and the pressure chamber, and opened when the said pressure differences are below a predetermined value.

2,605,052. LIQUID COOLING APPARATUS. Halsey W. Taylor, Warren, Ohio, assignor to Halsey W. Taylor Co., Warren, Ohio, a corporation of Ohio. Application Aug. 24, 1949, Serial No. 45,903, 10 Claims. (Cl. 62-141)



1. Liquid cooling apparatus, comprising: a closed tank for the liquid to be cooled, having a liquid inlet at its upper portion; baffle means directing inlet fluid, comprising an imperforate member spaced from the upper end of said tank and from said liquid inlet, the peripheral surface of said baffle means stopping



PROCUREMENT INFORMATION

The following is a list of proposed procurements issued by the various indicated U. S. Government procurement offices. This list is compiled and made available daily on a free pick-up basis. Prospective bidders may obtain complete bid sets by a request in the purchasing office under which the purchase is listed in this synopsis. Be sure to identify completely the bid invitation you wish by including in your request the item description, the invitation number, reference number and the opening date. This will save time in filling your request. For reasons of economy, specifications are normally not included with the bid invitations unless the specification is a new one. First time bidders on a particular item should request a copy of applicable specifications and drawings at the time the request for a bid is made.

It is not necessary to refer solely to the issuing office for additional data on a bid invitation issued by any of the following U. S. Army Ordnance Offices: Ordnance Tank Automotive Center, Detroit Arsenal; Frankford Arsenal; Picatinny Arsenal; Harlan Arsenal; Rock Island Arsenal; Springfield Arsenal; Watervliet Arsenal; and Watervliet Arsenal. Complete information on any purchase listed by any of these offices alone can be obtained from the Ordnance District Office nearest you. Its address is on file in your nearest Department of Commerce Field Office. Do not ask an Ordnance District Office for information on a purchase unless it is listed by one of the above-named offices. Ordnance District Offices do not have information on any other purchases.

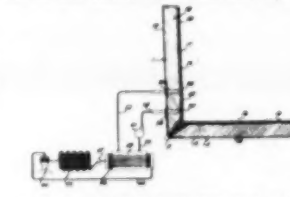
Invitations for Bids numbers will be followed by the letter "B." Requests for proposals or quotations will be indicated in this column by the letter "Q"; if numbered, the number will be followed by the letter "Q."

DEPARTMENT OF DEFENSE

Description	Quantity	Invitation No.	Opening Date
Galveston District Corps of Engineers, 600 Santa Fe Bldg., Galveston, Texas	Job	(ENG 41-243-52-27B)	18 Sept 52
Constr. of cold storage & meat cutting bldg., Foster AFB, Victoria, Australia	Job	(ENG 41-243-52-27B)	18 Sept 52
Constr. of a one story wood frame bldg., 10 yr. life, approx. 3500 sq. ft. in area, utilities will be to the 5 ft. line only, no paving, grading or drainage required.	Job	(ENG 41-243-52-27B)	18 Sept 52
Corps of Engineers, U. S. Army, 731 So. Figueroa Street, Los Angeles, California	Job	(ENG 41-243-52-27B)	18 Sept 52
Telephone exchange building at Nellis Air Force Base, Las Vegas, Nevada includes earthwork, concrete work, masonry, carpentry, miscellaneous metal, roofing, sheet metal work, carpentry, glass and glazing, painting, hardware, plumbing, heating, ventilating and air conditioning, electrical work, the plastering.	Job	(ENG 41-243-52-27B)	18 Sept 52
Commandant of the Marine Corps, Washington, D. C. Attn: Supply Department, Procurement Section	Job	(ENG 41-243-52-27B)	18 Sept 52
Refrigerators, storage, 48 ea.	Job	(ENG 41-243-52-27B)	18 Sept 52
Military spec. MIP-R-10137A with exceptions. The proposed procurement listed herein is under joint determination	Job	(ENG 41-243-52-27B)	18 Sept 52

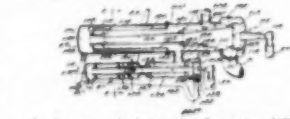
Week of August 5

2,605,017. COLLAPSIBLE CABINET REFRIGERATOR. James B. Nepligle, Washington, D. C., assignor to General Electric Co., a corporation of New York. Application March 3, 1949, Serial No. 716,151, 11 Claims. (Cl. 62-49)



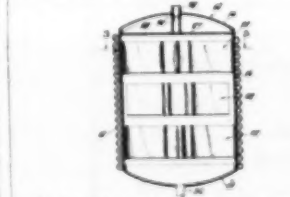
1. In a collapsible refrigerator cabinet, a rear wall, opposed top and bottom walls, opposed end walls, inside hinges connecting one pair of opposed walls to said rear wall, and outside hinges connecting the other pair of opposed walls to said rear wall, whereby said pairs of opposed walls may be folded over opposite faces of said rear wall.

2,605,018. REFRIGERATION SYSTEM WITH MULTIPLE STAGE EJCTOR. Henry A. Burgeba, Detroit, Mich., assignor to Messrs. assignments, to Stator Co., a corporation of Massachusetts. Application Aug. 18, 1949, Serial No. 111,065, 4 Claims. (Cl. 62-117.6)



1. In an ejector, an elongate diffuser, baffle elements carried by the outer face of the discharge end portion of said diffuser, a cooling jacket surrounding the intake end portion of said diffuser, said cooling jacket having a port arranged to permit circulation of cooling fluid into and out of said jacket, a casing surrounding said discharge end portion and defining with said baffle elements a tortuous path of travel for fluid discharged from said diffuser, a condensate discharge port below the level of the discharge end of said diffuser and a vapor discharge port adjacent to the inner end of said baffle elements and disposed above the level of said discharge port.

2,605,020. LIQUID COOLING APPARATUS. Halsey W. Taylor, Warren, Ohio, assignor to Halsey W. Taylor Co., Warren, Ohio, a corporation of Ohio. Application Aug. 24, 1949, Serial No. 45,903, 10 Claims. (Cl. 62-141)



1. Liquid cooling apparatus, comprising: a closed tank for the liquid to be cooled, having a liquid inlet at its upper portion; baffle means directing inlet fluid, comprising an imperforate member spaced from the upper end of said tank and from said liquid inlet, the peripheral surface of said baffle means stopping

Government Contracts

Description	Quantity	Reference No.	App. Bid Date
Commanding General, Ordnance Tank Automotive Center, Detroit, Michigan	Job	(ENG 41-243-52-27B)	18 Sept 52
Tubing, OD seamless SF, ann ID pipe size 1/2 in. OD 0.501 in. th of wall 0.049 in. spec. WWT-799A.1/	7870 ft.	53-142-B	29 Sept 52
Tubing, cop seamless ann size 1/2 in. OD 0.501 in. th of wall 0.049 in. spec. WWT-799A.1/	12032 ft.	53-142-B	29 Sept 52
Tubing, cop seamless ann size 1/2 in. OD 0.501 in. th of wall 0.049 in. spec. WWT-799A.1/	8746 ft.	53-142-B	29 Sept 52
Tubing, cop seamless ann size 1/2 in. OD 0.501 in. th of wall 0.049 in. spec. WWT-799A.1/	11900 ft.	53-142-B	29 Sept 52
Tubing, cop seamless ann size 1/2 in. OD 0.501 in. th of wall 0.049 in. spec. WWT-799A.1/	12000 ft.	53-142-B	29 Sept 52

GENERAL SERVICES ADMINISTRATION

Description	Quantity	Reference No.	App. Bid Date
General Services Administration, Business Service Center, Region 3, 219 South Clark St., Chicago, Illinois	Job	(ENG 41-243-52-27B)	18 Sept 52
Archives Building New Humidity Control System.	Job	(ENG 41-243-52-27B)	18 Sept 52
General Services Administration, Region 3, Washington, D. C. Exhaust fans with air steam operated louvers.	22 ea.	4H-18191-R	9-22-52
Refrigerating machine, ice cube with crusher and 240 lb. storage bin	1 ea.	4H-18238-R	9-17-52

CONTRACTS AWARDED THROUGH AUG. 29

Description—Contractor and Address

U. S. Navy Purchasing Office, 180 New Montgomery Street, San Francisco 5, California

Rental of Refrigerator cars—various, \$30,000 estimated.—South-west Pacific Co., 55 Market Street, San Francisco, California

Corps of Engineers, U. S. Army, Office of the District Engineer, Huntington District, 237 Fourth Avenue, Huntington 18, W. Va.

Design of Cold Storage Bldg.—Job, \$56,890.—Peterson, Hoffman & Grow, 530 Spitzer Building, Toledo 4, Ohio

Ordnance Ammunition Center, U. S. Army, Joliet, Illinois

Valve.—50 ea., \$25,232.—Airsearch Mfg. Co., 9861-9951 Sepulveda Blvd., Los Angeles 45, California

Navy Purchasing Office, New York, New York

Service (L&M) Two High Temperature conditioning boxes.—2 lots, \$67,600.—Tenney Engineering Inc., 26 Avenue H, Newark 5, N. J.

General Stores Supply Office, 700 Hobbs Avenue, Philadelphia 11, Pennsylvania

Heaters: Water, Electrically operated.—80 ea., \$53,884.—The Electric Heater Co., Woodend Rd., Stratford, Connecticut

Ovens: Electric Roasting.—50 ea., \$50,036.—General Electric Co., Hopkinton Co., "A" Division, Chicago 12, Illinois

Corps of Engineers, P. O. Box 61, Tulsa 3, Oklahoma

Work consists of furnishing all plant, labor, materials and equipment to construct addition to a cold storage plant.—Job, \$116,809.—Eckert-Fair Const. Co., Dallas, Texas

short of contact with the inner wall surface of said tank, whereby inlet fluid enters said tank, engages an intermediate portion of said baffle means, and is directed toward and downwardly of said inner wall surface; a refrigerant coil exteriorly of said tank in thermal relationship therewith; and at least two axially staggered elements spaced apart longitudinally of said tank below said baffle means, each of a strip of sheet metal formed to generally star-shaped, the outer points of each element contacting said inner wall surface, and the remainder of each element extending radially inwardly of said tank.

(To Be Continued)

CLASSIFIED ADVERTISING

RATES for "Positions Wanted" \$5.00 per insertion. Limit 50 words. 10¢ per word over 50.

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POSITIONS AVAILABLE

REFRIGERATION PRODUCT specialist. We require a man with a knowledge of principles of refrigeration and electricity and with a good technical education and practical knowledge of service to act as product specialist for our line of home appliances, including refrigerators, electric ranges, freezers, etc. Ability to write and previous office experience will be helpful. Reply by letter giving complete history of your qualifications. Include education, previous experience and earning capacity. **ADMIRAL CORPORATION**, 201 East North Water St., Chicago 11, Ill.

REFRIGERATION ENGINEER. One of the oldest companies in refrigeration has an opening for an experienced young engineer well founded in heat load calculations and with knowledge of refrigeration engineering in connection with large type installation; in Application Engineering Department. The **VILTER MANUFACTURING COMPANY**, 2217 South First Street, Milwaukee 7, Wisconsin.

LOS ANGELES manufacturer opening eastern territories offers new display-all glass refrigerator doors, display-all lifes and fine line of refrigeration and air conditioning coils to qualified manufacturers representatives. Give outline of operation, territory covered and type trade you call on. Sales executive will be in east during October. **A. H. WITT COMPANY**, 941 N. Orange Drive, Los Angeles 38, California.

COMPETENT REFRIGERATION Service-men who wish to move to San Francisco, Calif., steady work, good pay. Write **BOX 4084**, Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

NEW—1/2 and 1/4-hp. open type refrigerating units, air cooled. Price: 1/2 hp., \$84.24; 1/4 hp., \$102.60. These units are equipped with Chieflain compressor bodies and Century capacitor type motors with built-in thermal protection. Freight allowed on quantity orders of 10 units or more, may be assorted sizes. Write for literature and specifications. **ARCTIC-AIRE**, 1621 Grand Ave., Kansas City, Mo.

(ONE) CARRIER Unit 241B-7-15 ton with 6 row direct expansion cooling coil and insulating fan section. 3 HP., 220V., 3 phase, 60 cycle motor and drive. Two 7K4 Freon reciprocating compressor equipped with two 7 1/2 HP., 220V., 3 phase, 60 cycle motor. Magnetic across-the-line starters. (One) Westinghouse precipitin

electronic air cleaner unit with 6000 CFM complete with power pack and accessories. Complete system of controls. Price \$200.00 f.o.b. Brooklyn. **INTERTYPE CORPORATION**, 390 Furman St., Brooklyn, New York.

CHEAPER TO replace than repair brand new 1/2-HP motor compressor assemblies with starting relay and capacitor, specially priced @ \$37.50. Write for additional information. **MANN REFRIGERATION SUPPLY CO.**, 440 Lafayette Street, New York 3, N. Y.

BRAND NEW 1952 frozen food merchandisers original crates. Model FDS18A, 18 cu. ft. thermopane doors; ultra modern superstructure; Kelvinator unit, 5-year warranty. Factory list \$733.50, your cost \$371.00. Order immediately; send for illustrations. **MANN REFRIGERATION SUPPLY CO.**, 440 Lafayette Street, New York 3, N. Y.

ATTENTION SERVICEMEN—Send for our new catalog—on controls, valves, relays, brass fittings, V-belts—hermetic and open type units. All new merchandise at great savings up to 50%; sold on money back guarantee. **WALTER W. STARR REFRIGERATION, 2333 Lincoln Ave., Chicago 13, Illinois.**

NEW X-3 Speed Freezer with 12 freezer baskets, \$500.00; New 500-Gallon Insulable Rendering Tank, \$295.00; Used 20-Q Horizontal Ice Cream Freezer, prominent brand, \$300.00; Three Used L6-144 Assembled Locker Plant Cols., \$110.00 each; Used L6 Assembled Locker Plant Col., \$82.50; Used 672 Assembled Quick Freeze Plate Stand, \$50.00. BOX 4082, Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

FOR SALE. Electrical appliance business handling same well established lines for 15 years. Good repair and parts business. Good location. City of 10,000. Exclusive dealership prosperous agricultural county of 45,000. Reason for selling, ill health. Address P.O. BOX 307, Cullman, Alabama.

LONG ESTABLISHED refrigeration and counter equipment sales and service business in large southern city. Three excellent franchises. Our books prove we are making money, but owner's health demands retirement. A real bargain here. Detailed information will be given those inquiring. Write **BOX 4083**, Air Conditioning & Refrigeration News.

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Gas Heating Controls

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6—How To Test Circuits For Inoperative Controls

To service the two-wire circuit the following easily obtained instruments are required:

(A) Test lamp for testing line voltage. This will be the two pig-tail sockets in series.

(B) A continuity tester. This can be made from an ordinary flashlight. (See Fig. 9.)

(C) Low voltage neon circuit tester.

(D) Test wire. An insulated piece of wire bent in U shape with ends bared.

To test the electrical operation of a two-wire circuit, follow these directions.

The circuit shown in Fig. 10 is a

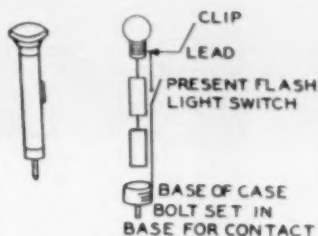


FIG. 9—Continuity tester can be made from ordinary flashlight.

series circuit. The electricity must pass through the switches of all controls before the job will start, there must be no broken wires, poor splices or loose terminal connections.

(1) Be sure that all manual and control switches are closed.

(2) Check power supply. Be sure that all fuses are okay. Check fuses in the line voltage supply. Many low voltage transformers are fused, check transformer fuse.

To check line voltage fuse use test lamp. Place leads of test lamp across bared terminals below fuse. If lamp light fuse is okay.

To check transformer fuse remove fuse from clips and observe if fuse link is parted, i.e., melted.

(3) When checking low voltage circuit remove transformer fuse. Place jumper between fuse clips to prevent blowing fuse.

(4) By using the test lamp at terminals of any coil-type line voltage control you can determine if power is available at the control. The lamp will light if all switches are closed and wiring is correct.

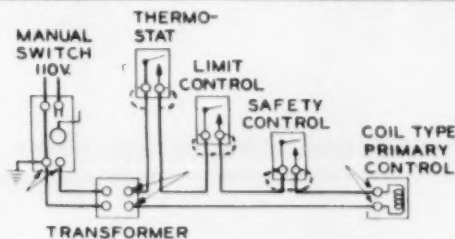


FIG. 10—To test two-wire circuit for inoperative controls use jumper at points marked with dotted lines. For switch action test use continuity tester at dotted lines. For checking power supply or voltage use test light at arrows. (Low voltage test light is required for low voltage circuits.)

(5) By using the low voltage tester at the terminals of low voltage coil-type controls, the tester bulb will light if power is available. All switches in the circuit must be closed and wiring must be correct.

(6) To test for inoperative controls, set temperature or pressure controls so that contacts are closed. Job will start if circuit is okay.

If job does not start, use test wire and short the terminals of each switch-type control successively. The job will start when an inoperative control is located if the control contacts are open.

(7) If manually changing the settings of temperature or pressure controls from maximum to minimum setting does not create a switch action, look for the following:

The settings, minimum or maximum, may not be within the temperature or pressure range that will permit the control to actuate the contacts.

A control with contacts that will not open may have been damaged by overload. Carefully determine the total load of the circuit and replace damaged controls with new controls, having an adequate electrical rating.

(8) The continuity tester can be used for the following tests:

(a) To determine if control contacts are opening or closing.

Shut off power supply to circuit. Place leads of continuity tester on terminals of control.

Manually operate control from maximum to minimum temperature settings. The tester bulb will light when control contacts close. The bulb will go out when control contacts open.

The temperature or pressure range of the control must be such that temperatures or pressures that normally would actuate the control element are within the range of the control.

(b) The continuity tester can be used when calibrating a thermostat of the non-anticipating type. The light signals the opening and closing of the control contacts.

(c) Sections of control wiring can be checked for continuity by using the tester.

If a two-wire thermostat cable is used, twist the ends of the cable together and place the leads of the continuity tester on the wires of the cable at the opposite end from the twisted connection. If the cable is not broken, the test lamp will light.

(d) Short-circuited wiring in a two-wire circuit may be the cause of the job staying "on."

Before condemning the wiring be sure all control contacts are capable of opening and closing. With control contacts open look for the short between the last switch type control in the circuit and the coil type control.

By checking each section of the circuit between controls the section in which the short occurs can be located.

Century Engineering Names B. J. Lattner, Moellering

CEDAR RAPIDS, Ia. — Century Engineering Corp. here has announced the promotion of B. J. Lattner from vice president and heating sales manager to executive vice president and general manager. He is succeeded as heating sales manager by W. S. Moellering, who was formerly sales manager for Kalamazoo Stove & Furnace Co. and Armstrong Furnace Co.

Lamatt Agency Represents UsAirco In Parts of South

NEW ORLEANS—U. S. Air Conditioning Corp. has announced the appointment of Lamatt Agency Div. of Southern Heater Co., Inc. here as its representative in the major portion of Louisiana, in Mississippi, and the western part of Tennessee.

The territory will be served by offices of the Lamatt agency in Memphis, Tenn., Jackson, Miss., and the New Orleans office.



Need for Panel Heating Engineering Data Spurs ASHVE Lab to 2-Shift Operation

CLEVELAND—Need for engineering information on panel heating is so great that the new Environment Laboratory of the American Society of Heating and Ventilating Engineers here has been operating on two shifts, I. W. Cotton, chairman of the society's committee on research, has announced.

The laboratory, for fundamental research by the ASHVE in various phases of heating, ventilating, and air conditioning, has been in continuous operation since it was opened last November. Until the end of June, the work involved studies of heated ceiling panels. Now the first series of tests on floor panels is under way.

The test data obtained with a heated ceiling show the ceiling temperature required to maintain a given air temperature at the 60-in. level for various temperatures of the unheated surfaces and various rates and temperatures of infiltration air.

Many of the tests made so far have emphasized how important it is to develop further information on convection heat transfer for panel heating installations. As an extreme example of the effect of convection, one test was made in which a large fan was placed in one corner of the room, directed at the center of the ceiling and operated at low speed, giving 750 f.p.m. air velocity directly in front of the fan.

With the panel surface temperature and with the surrounding wall temperatures maintained the same as in a previous test with no fan in operation, the ceiling heat output in B.t.u. per square foot per hour was increased by about 50%. Though this type of test does not represent typical operation in an ordinary installation, the results indicate the great influence of convection on heat output from a heated ceiling panel.

In the ceiling panel tests with no infiltration air, it was possible to obtain complete heat balances on the room for every test. This was more

difficult to do when infiltration air was introduced. Although it is easy to control the rate, temperature, and place at which the infiltration air is introduced into the room, it is by no means as simple to control the way in which the air leaves it, Cotton explained. But taking all things into consideration, it is remarkable how close a heat balance can be struck and how low the percentage of unaccounted for heat is in each test.

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Bulletin 837 Temperature Controls

Give accurate control for a long period because of their simple, rugged construction. The temperature of the surrounding air does not affect the setting. Available in different ranges between -50 F and 500 F with remote bulb and capillary, with immersion bulb, or in a room thermostat. Pilot duty rating is standard but ratings up to 1 1/2 hp at 220 volts are also available.

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MOTOR CONTROL

Panel To Discuss Freezer-Food Plan--

(Concluded from Page 1, Column 2)
dent of Amana Refrigeration, Inc.; Carroll Huscher, president, California Refrigerated Locker Association; and Floyd E. Davis, manager, Frozen Food Center, Inc., Ridgewood, N. J.

The popular round table conferences will be held in two sessions, one devoted to operational problems involving smoking and curing, processing, refrigeration, and other equipment, etc., while the second will be a merchandising session on packaging supplies, freezers, sea food, frozen food, meat and poultry, rentals and services.

All available exhibit space has been sold, according to convention officials, who say this will be one of the largest shows yet.

Program for the convention follows:

Sunday, Sept. 14

12 Noon—Registration.
12 Noon—Exhibits open.
2:30 p.m.—NFFLI Board of Directors meeting.
6 p.m.—Exhibits and registration close.
6:30 p.m.—Dutch treat steak dinner, Spare Time cafe, 5th & Pierce Sts.

Monday, Sept. 15

8 a.m.—Past Presidents club.
8:30 a.m.—Exhibits open.
10 a.m.—General session, ballroom, chairman, A. L. Sprague, NFFLI president.
Official welcome, A. L. Sprague, Jackson Center, Ohio; Ray Farquhar, official convention host, Omaha, Neb. Welcoming address, Gov. Val Peterson, Nebraska.
Keynote address, "New Horizons for the Locker Industry," Robert Jones, farm sales manager, Pennsylvania Power & Light Co., Allentown, Pa.

"More Profits Through Profit Sharing," Joseph B. Meier, executive secretary, Council of Profit Sharing Industries, Akron, Ohio.

12:30 p.m.—State presidents and secretaries luncheon.
12:30 p.m.—Ladies' luncheon.
2:30 p.m.—Round table conferences, ballroom.

Operational Session: smoking and curing; processing; refrigeration and equipment; management and records; costs and labor saving devices; slaughtering.

6 p.m.—Exhibits close.
7:30 p.m.—Entertainment, ballroom.

Tuesday, Sept. 16

8:30 a.m.—Exhibits open.
8:30 a.m.—Business meeting, National Frozen Food Locker Institute, ballroom.

10:30 a.m.—General session, ballroom.

"Unlocking Locker Plant Profits with the Magic Key," speaker to be announced.

12:30 p.m.—State group luncheon.
12:30 p.m.—Institute Board of Directors luncheon.

1:30 p.m.—Ladies' three-hour lectured sightseeing tour including Boys' Town.

2:30 p.m.—Round Table conferences, ballroom.

Merchandising session: packaging supplies; home freezers; sea food; frozen foods; meat and poultry; rentals and services.

4 p.m.—Ham show report and discussion, Prof. David Mackintosh, Kansas State college, ballroom.

5:30 p.m.—Exhibits close.
7 p.m.—All-convention banquet, ballroom. Floor show and dancing.

Wednesday, Sept. 17

8 a.m.—Exhibitors' breakfast.
9:30 a.m.—Exhibits open.

9:30 a.m.—General session, ballroom.

Round table conference summary. Panel discussion, "Freezer Food Plans."

Ben G. Sanderson, general sales manager, Deepfreeze Div., Motor Products Corp.

George Foerster, vice president, Amana Refrigeration, Inc.

Carroll Huscher, president, California Refrigerated Locker Association, Fallbrook Cold Storage Co., Fallbrook, Calif.

Floyd E. Davis, manager, Frozen Food Center, Inc., Ridgewood, N. J.

Presentation by representatives of home freezer manufacturer members of the institute.

Closing address, Elliott Odell, executive assistant to the president, Farm Journal magazine.

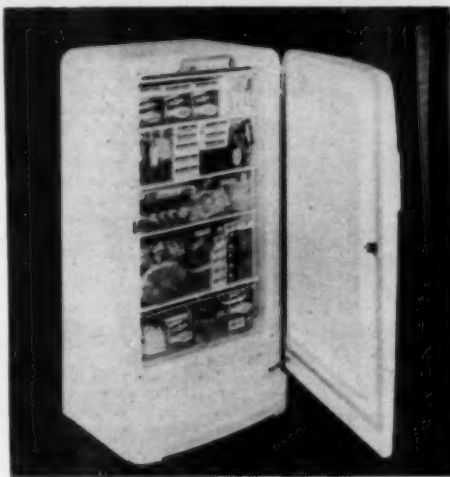
1 p.m.—Exhibits close.
1:30 p.m.—Tour of South Omaha stockyards and Cudahy Packing Co.

Coffman, Beasley Assume Crosley Sales Posts In East

CINCINNATI — Appointments of Nelson G. Coffman as appliance zone manager for the New York zone and Robert E. Beasley as kitchen and builder zone manager for the Philadelphia zone were announced recently by T. H. Mason, eastern division sales manager of the Crosley Div. of Avco Mfg. Corp.

Coffman, who will make his headquarters at the New York regional office, in New York City, has had retail experience as a manager of the appliance department in leading stores in San Antonio and Houston. Before that he was with a nationally-known manufacturer of refrigerators and ranges.

Beasley was lately in charge of the kitchen activity for a Philadelphia distributor of appliances.



Revco Introduces Upright Model--

(Concluded from Page 1, Column 2)
pacity of 24 lbs., equipped with rollers for easy pull-out; and one removable, adjustable shelf provide for efficient and convenient storage.

The adjustable shelf can be moved up or down to five different positions, or it can be removed altogether.

Cabinet is one-piece, wrap-around construction of rustproofed steel. Inner cabinet of the Revco "Upright" freezer has a stain-resisting porcelain liner with rounded corners.

Heavy, durable plastic trim, which seals and insulates, bridges the door openings. Insulation is extra-density

glass fiber. Streamline door has rubber door gasket for positive seal and a positive, seal-tight latch.

Condensing unit, guaranteed five years, is hermetically sealed with lifetime oil system. The 1/2-hp. unit operates on 110-120 volts a.c., 60-cycle current. Refrigerant is "F-22." Adjustable floor-glides provide for leveling. The unit is approved by Underwriters' Laboratories.

Revco model UF-113, finished in white baked-enamel, has the following exterior measurements: 30 1/2 in. wide; 61 1/2 in. high; and 26 1/2 in. deep. Suggested list price is \$429.95.

This upright model, UF-113 by Revco features fast-freezing open-type shelves, and modern styling to match other appliances. Dimensions: 30 1/2 in. wide; 61 1/2 in. high; 26 1/2 in. deep. Capacity: 385 lbs. in more than 11 cu. ft. Retail price, \$429.95.

Freezer Savings--

(Concluded from Page 1, Column 2)
buy food in wholesale quantities and at the right time of the year to get the maximum savings possible," the Amana executive declared.

The "food plan" promotions used by retailers of home freezers are no more than an orderly procedure of altering food buying habits to make possible such savings, Foerster said.

The food plan outlines a method for saving money in two ways. First is the purchase of foods at a time when they are at a seasonally low price, in sufficient quantities that they may be on hand when prices of such foods are high. Second is by buying in quantity at lower prices.

He pointed out that the Department of Agriculture itself follows closely the trend of seasonal price and production variations of all food products, and broadcasts this information widely through a bulletin called the "National Food Situation."

"The home freezer and the 'food plan' method of buying foods and storing them in the freezer are now so strongly entrenched in the American Way of Life that I don't believe that any such seemingly adverse publicity will affect sales of freezers," Foerster declared.

"Actually, I think such publicity will help sales, because it will increase the public's curiosity about the freezer way of living, and when the public gets curious, it will buy."

Despite the fact that it produced more freezers in August than at any time in its history, Amana is still working around the clock trying to catch up, the executive stated.

THERM-O-CYCLE

Thermocycle installation for 10' room meat and vegetable room of Schenck Bros.

Exposes Super market in Schenectady, N. Y. Plans include 12 meat cases and cutting rooms, standard unit makers in vegetable rooms, and 20 ton cooling tower, complete other food equipment on the job.

BACK PRESSURE REGULATORS

Ammonia or Freon

3 Ton Capacity	\$20.00 ea.
6 Ton Capacity	\$30.00 ea.

ASSOCIATED INDUSTRIES

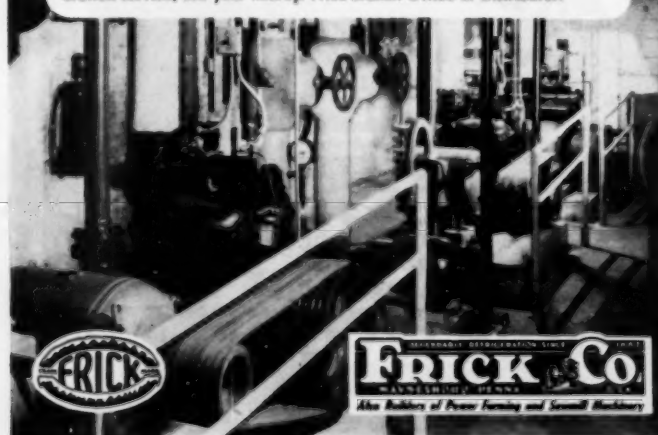
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Long Beach, California

FRICK AIR CONDITIONING SERVES CHICAGO INSURANCE BUILDING

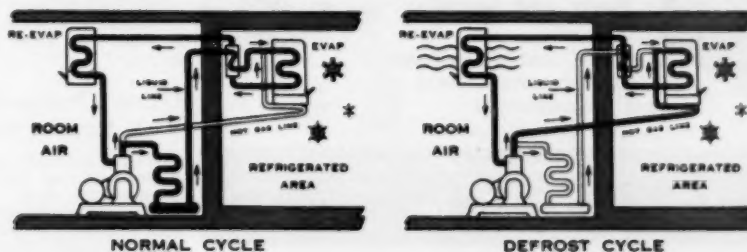
The seven-story building of the United Insurance Company is cooled in summer with three NEW "ECLIPSE" compressors delivering 150 tons of refrigeration.

"We are very pleased with the entire system," says an official of the Company. Installation by Midwest Engineering & Equipment Co., Frick Sales Representatives in Chicago.

For dependable air conditioning, ice making, quick-freezing or refrigeration service, see your nearest Frick Branch Office or Distributor.



ROOM AIR...TO DEFROST

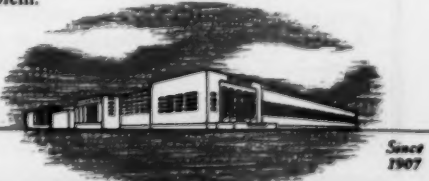


Warehouses, chain stores, markets... the Bush Therm-O-Cycle System of defrosting, used successfully in many C. V. Hill fixtures, has become the modern defrosting system for low temperature installations. Offering a complete "package" of evaporator, re-evaporator, heat interchanger, timer, solenoid valve and strainer, the Therm-O-Cycle system affords convenience of installation and servicing, and because of efficient frost removal, can be selected with a longer running time than many other low temperature systems. (18 to 20 hours.) Dependable, automatic and trouble-free, you'll find it the most economic answer to your next low temperature defrosting problem.

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